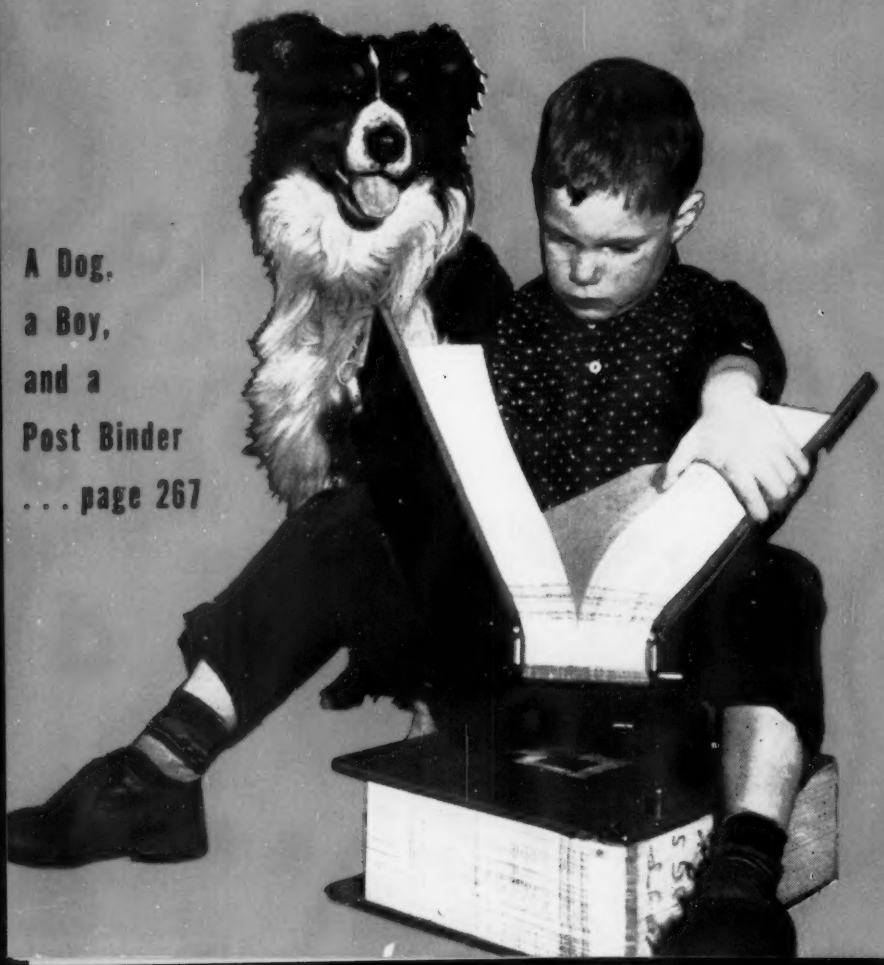
May 1958

The Office

Magazine of Management · Equipment · Methods



A Dog, a Boy, and a Post Binder

. . . page 267

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For More Information Circle No. 305

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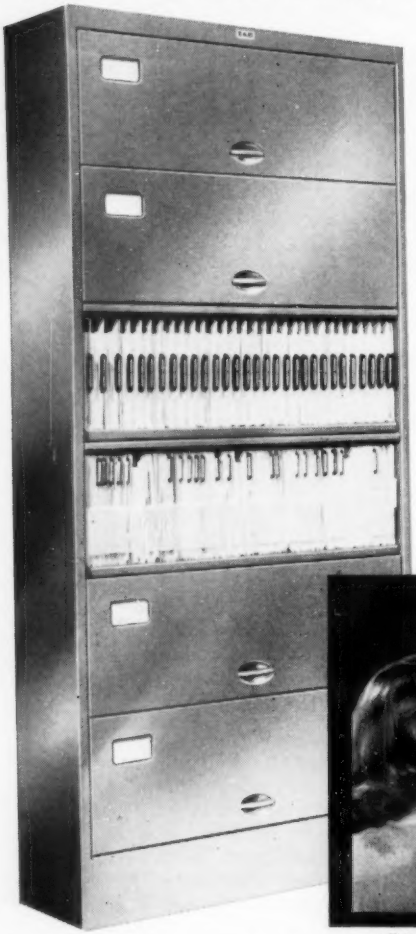

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VOL. 47
NO. 5

The Office®

Magazine of Management • Equipment • Methods

MAY, 1958

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The Cookbook Technique for an Office Procedures Manual ..... *William Pink* 4
How to Choose Your First Punched Card Equipment ..... *Robert S. Moors* 22
A Branch Sales Office Service 33
How to Protect Your Workers From Fear ..... *B. W. Elsom* 69
All KOA-TV's Bookkeeping Is Done by Machine 70
How Safe Are Your Checks? ..... *Marcy F. Roderick* 73
To Avoid Double Tabulator Runs ..... *John F. Benson* 78
39th NOMA Conference in Chicago, May 26-28 80
Make That Next National Conference Pay Dividends ..... *George C. Boddiger* 89
A Machine Procedure for Issuing U.S. Savings Bonds ..... *Perry L. Stauffer* 99
Ten Rules for the Witless ..... *A. A. Archbold* 104
Dealing With Office Truants ..... *Frank M. Kleiler* 106
Successful Personnel Policy in an Advertising Agency ..... *Ray Rasner* 114
TVA's 25 Years of Records Management ..... *Ben F. Gregory* 132
A Modern Setting for the Executive and His Associates 142
Modernizing Check Reconcilement Methods ..... *John D. Otis* 150
Magazines Cut Copying Costs and Reduce Deadline Pressure 234
A Dog, A Boy and a Post Binder 267

New Books 39
Camera! 53
Right or Wrong in Employee Relations 125
New Products 166
Literature from the Manufacturers 227
News of the Office 242
News of the Industry 250
National Conference & Exhibit Calendar 269
As We See It 272

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How the Navy Uses the Cookbook Technique for an Office Procedures Manual

CHIEF YEOMAN WILLIAM PINK

Head, NROTC Paperwork Simplification Program
Bureau of Naval Personnel,
Navy Department, Washington, D. C.

A COOKBOOK is the most popular procedures manual in the world. So when writing a procedures manual for secretaries, why not take some hints from cookbooks? Almost every secretary has used one. That is what we in the Bureau of Naval Personnel of the Navy Department have done in producing a new procedures manual for secretaries in Navy offices located on the campuses of 53 universities and colleges throughout the country where units of the Naval Reserve Officers Training Corps (NROTC) are established. *NROTC Office Procedures Manual* will be published this summer to show "office cooks" how to prepare more than 50 printed forms and reports required in the NROTC program.

Standardization of office procedures at all NROTC units was the main purpose for the new manual. We found that units had developed many ways of preparing their paperwork. This created problems such as one in the midshipman summer training program. Each summer more than 6000 midshipmen from all 53 units are issued standard summer training orders and sent to the Fleet for six to eight weeks' training.

NROTC STANDARD OFFICE PROCEDURE

N25

1 August 58

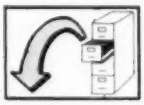
What

Completing information on fingerprint cards for new NROTC students.

When

This procedure is performed as soon as practicable after the fingerprints of new NROTC students have been recorded on the required fingerprint forms. There are two sets of fingerprints required for each new student: one set, recorded on a DD369N form, must be included in the student's application file (Procedure N 29); and the second set is recorded on OpNav Form 551-2 and accompanies the student's National Agency Check Request (Procedure N 31). Fingerprinting is an art and it is not always possible to obtain a good set of impressions the first time. Therefore, to avoid the necessity of retyping cards it is recommended that students be fingerprinted first and then the information typed on the cards. After fingerprinting the cards should be allowed to thoroughly dry before they are placed in the typewriter.

How



Obtain the following:

a. Fingerprint cards of new students.

b. Midshipman accounting cards of the new students concerned.

c. Application for Uniformed Services Identification and Privilege Card (DD1172) forms of students concerned. These forms are loose-filed in the midshipman service record folders.

Insert a fingerprint card in the typewriter. Select the midshipman accounting card and application form of the student concerned. Complete the fingerprint card using example 1 as a guide. Continue this process until all fingerprint cards are completed.

Select the completed fingerprint cards and application forms and loose-file each set in the midshipman service record folder of the student concerned.

Retain the midshipman accounting cards for subsequent new enrollment procedures.

A page from the new NROTC Office Procedures Manual. Actual size is 8½" x 11".

Example 1

O 2

1 August 1958

NROTC STANDARD OFFICE PROCEDURE

TERMINATION OF APPOINTMENT, MIDSHIPMAN, NAVAL RESERVE
NAVPERS 2562 (Rev. 9/57)

DATE 18 October 1958

From: Chief of Naval Personnel

To: HAMILTON, George Arthur, S29-0111 Midshipman, Naval Reserve
Via: Commanding Officer, NROTC Unit, and Professor of Naval Science,
University of Notre Dame

Subj: Termination of appointment as Midshipman, Naval Reserve and separation from the U. S. Naval Service.

Disenrollment code which shall be used in reporting the disenrollment in the Monthly Change of Status Report.

Ref: (a) Naval Reserve Officers Training Corps Regulations

1. In accordance with the provisions of reference (a), the Secretary of the Navy has approved [illegible]mendation for the termination of your appointment as Midshipman, Naval Reserve and your separation from the U. S. Na[illegible]ce by disenrollment from the NROTC Program for the following reason:

REASON FOR DISENROLLMENT	CODE	EFFECTIVE DATE
PHYSICAL - History of internal derangement, left knee with chondromalacia patella	0130	25 September 1958

2. Provided you discontinued scholastic instruction at the above educational institution you will be entitled, in accordance with Joint Travel Regulations, to an allowance for travel from this institution to your home of record at the time you were accepted in the NROTC Program. You may submit your claim accompanied by this letter and the attached copies to the disbursing officer of the naval district in which the above educational institution is located (see lower left hand corner of this form for address). Payment is chargeable to.

APPROPRIATION	ALLOTMENT	EXPENDITURE ACCOUNT	OBJECT CLASS
1791405.32	32601	74730	029

W. L. WILSON
By direction

FIRST ENDORSEMENT

DATE 24 October 1958

From: Commanding Officer, NROTC Unit, and Professor of Naval Science,
University of Notre Dame

To: HAMILTON, George Arthur, S29-0111 Midshipman, Naval Reserve
128 Main Street
Newark 2, New Jersey

Mailing address is required only when delivery is by certified mail.

1. Delivered.

2. Officials of the educational institution to which this NROTC Unit is attached have stated that:

☐ You are continuing scholastic instruction at the institution at other than government expense.

☒ You are NOT continuing scholastic instruction at the institution.

3. Your official records indicate that your home of record at time of acceptance was: Chester, Pennsylvania

A. B. SEA

Copy to:
Disbursing Officer
NADO 9ND
Bldg 122
NTC Great Lakes, Ill.

Type full mailing address so that, if applicable, the midshipman knows where to mail his travel claim.

Obtain home of record at time of acceptance from the midshipman's original orders to report to the NROTC Program.

How each of the more than 50 printed forms is illustrated in the manual.

The female clerical worker: in the office and at home.

Annually, the Chief of Naval Personnel would receive a deluge of complaints from cruise officials. They complained that the supposedly standard summer training orders were not standard. Our "office cooks" were dishing-up no fewer than 11 varieties. In most instances, just a few ingredients were forgotten, but it was enough to give the cruise officials indigestion.

Besides establishing office standards, the manual will double as a training manual for new secretaries. Turnover of office personnel is high at the units because, like many working girls on college campuses, a large number of our secretaries are PHT's (Putting Hubby Through) and their office careers come to an abrupt end on their husband's graduation. Training of new office help is a never-ending process and the *NROTC Office Procedures Manual* will provide a needed text to teach new help the right method of preparing their paperwork.

The introduction or preface to any cookbook more than likely contains a statement which insures the reader that every recipe in the book has been thoroughly tested. It is just as logical to test a procedure. For this reason, we devoted more than a year to research and testing all NROTC paperwork procedures before writing our manual. This NROTC Paperwork Simplification Program was well worth the time and effort as can be seen from some of the results. Essentially the program provided us with the answers to: Were we using the procedures already established? Were we using the best procedures? Were we using up-to-date methods?

A complete job analysis showed exactly what paperwork had to be done within the NROTC. Our research often led to the discovery of perfectly good procedures which were no longer being used. One outstanding instance was brought to our attention by the disbursing people who complained about the amount of unnecessary paperwork they

Our cooks weren't following the recipe.

were receiving. For example, the units were submitting individual claims for reimbursement of midshipmen travel when a procedure already existed whereby one blanket claim could be submitted for all midshipmen. Much of this was because secretaries were unable to find the proper procedures. Enrolling one midshipman in the NROTC Program requires 29 different forms prepared in compliance with almost as many separate directives. Many secretaries were doing the job for the first time so you can readily understand why established procedures were not always used. If nothing more, the Paperwork Simplification Program has managed to collect all of these procedures together for the first time.

There is no doubt that simplicity is the key to effective office methods. Much of our research was directed to finding simple ways of accomplishing the job and then standardizing that method for all NROTC offices. The Bureau, as the home office, was in the position to dictate the use of any method to its field units; but the success of our program depended upon our trying alternative methods and selecting as the standard the one best way of doing the job. By the time we were ready to write our manual we had simplified most of the printed forms and developed 21 new simplified procedures.

Simplifying an operation wasn't always the answer though. The first thing that had to be done was to determine if the operation was necessary. If the operation wasn't necessary, obviously the one best way of doing it was not at all. For example, in 1957 all military personnel came under social security for the first time and social security account numbers of midshipmen had to be reported to disbursing officers. This meant that annually approximately 5000 social security account numbers for newly enrolled midshipmen were to be reported on an individual form for each account number. Since the majority of

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As the tape moves in a forward direction, information is recorded in alternate blocks to provide start-stop areas. When the end of tape is reached, tape motion is reversed automatically and recording continues in the previously unused blocks. This interlac-

Data Processing: 1000 Recording System

ing technique not only provides high utilization of the recording surface, but also eliminates rewinding.

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The added capacity of DATAmatic magnetic tape obviously reduces the number of tapes in a given file. This, in turn, reduces the number of tape changing operations required and thus minimizes the manual handling of valuable tape records. For some applications a full day's operation can be performed without any tape changes at all. Furthermore, the extra width and strength of the Mylar plastic base of this tape make it virtually unbreakable. Yet, a full reel weighs only 24 pounds.

The use of pre-established blocks permits highly efficient file mainteenance. Since only those portions of the tape record which require change need be altered, unnecessary transcription of the remaining information is eliminated.

Finally, all DATAmatic magnetic tape undergoes a testing and certifying process which assures that tape delivered to a customer is functionally perfect. The unique blockmark system enables the certifying equipment to magnetically exclude specific regions of tape without structurally affecting the tape. This means that magnetic imperfections, which might otherwise cause rejection of the entire roll, can be completely circumvented — an economic advantage which is obvious and considerable.

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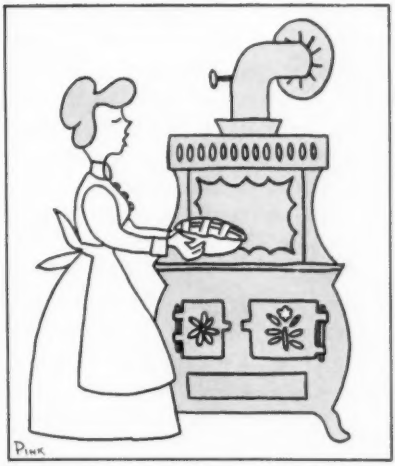
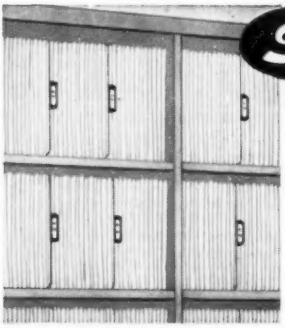
For More Information Circle No. 212

midshipmen earned no money from which social security could be deducted, we immediately questioned the necessity for reporting these social security numbers. The procedure was immediately rescinded. Today each unit is required to report account numbers only on those midshipmen who must contribute to social security and this is accomplished in conjunction with an already existing report.

Surprisingly, we found that in some areas our methods were rather old-fashioned, although we had some of the latest office equipment. The electric accounting machines which were used for midshipmen personnel accounting were being utilized to only a fraction of their full potential. It was in this area of personnel accounting that a great deal of our paperwork existed. Units were continually being required to furnish personnel information to the Bureau; information which was obtain-



Some of our methods were old-fashioned.



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able from our accounting machines.

Again the midshipman summer training program can furnish a good illustration. Each year in August the NROTC units had to furnish estimates of the number of midshipmen who would participate in summer training the following year. Into the Bureau would come the individual unit estimates which were then used for cruise planning. Experience had proved that these estimates were not very reliable; for one thing, it was anyone's guess as to how many midshipmen would survive a full year of college academic work. The figures had to serve the purpose, however, for the cruise planners. By coding summer cruise data directly into the punched cards of the midshipmen, we were able to eliminate the report and let the machines do the work. Since the punched cards are kept current by a monthly report from the units, and cards of all disenrolled midshipmen are automatically withdrawn, the cruise planners can now obtain accurate and up-to-date tabulations when needed. This is only one of many paperwork tasks which have been re-assigned to our machines.

With the research phase completed, we were able to direct attention to publication of the standardized procedures. When the problem of standardizing the paperwork of all 53 NROTC units was first studied, there was some strong opposition to producing a publication especially for secretaries. It was felt that office standardization could be achieved more simply by directing the units to comply with the prescribed procedures. But standardization is a matter of train-

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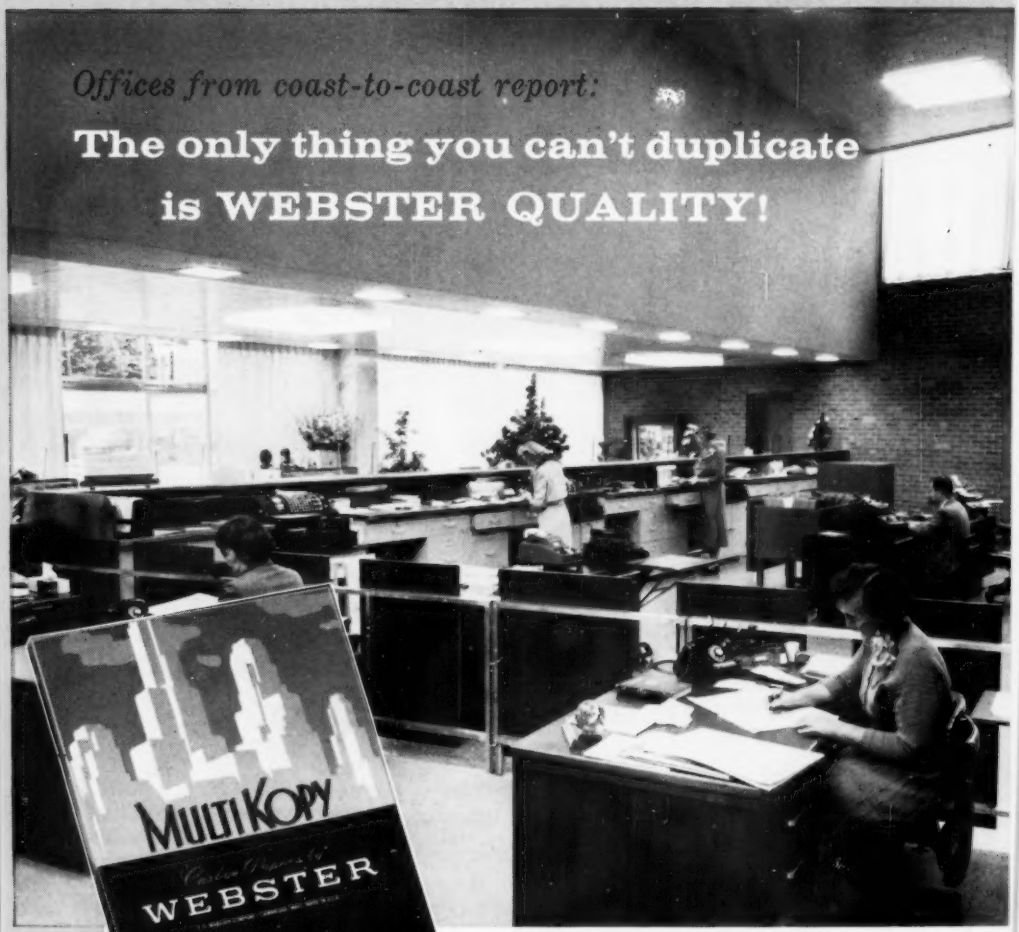

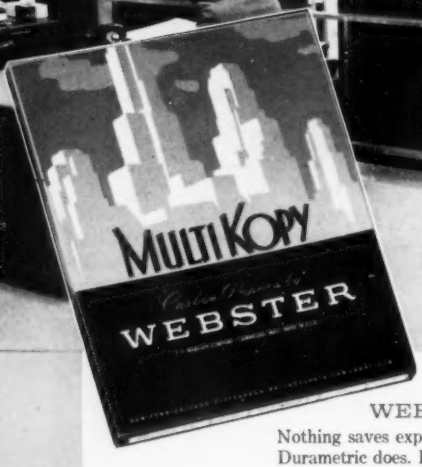

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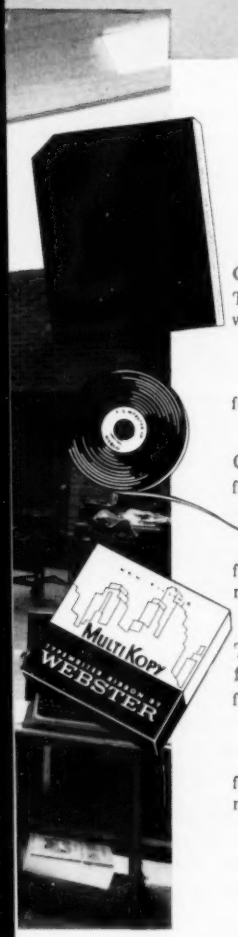

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863 Windsor Street, Hartford, Connecticut

For More Information Circle No. 239

ing and it can only be achieved when the people who actually do the work are shown *how* it must be done. Without knowing how to accomplish the standards, there can be no standardization. Thus the decision to produce a manual for the exclusive use of secretaries was inevitable.

From cookbooks (we actually reviewed 15) came many techniques which were incorporated in the manual. For example, the method of grouping recipes in most modern cookbooks gave us the idea for grouping our procedures. Our first thought was to place the procedures in the ordinary subject classification order, *i.e.*, all the disbursing, or personnel accounting, procedures grouped together. In cookery this method is equivalent to keeping all the soup and vegetable recipes under separate headings. The modern cookbook method, however, is to group together recipes for an entire meal. This appealed to us since a cook desiring to prepare dinner could simply turn to the dinner section and have all the recipes available within a few pages. We divided our procedures in a similar manner and, to insure that the secretaries had no trouble identifying them, we devised a unique system of procedure classification by prefixing each section with a letter as follows:

N—New enrollment procedures.

R—Recurring action procedures.

O—Out or disenrollment procedures.

T—Training cruise procedures.

C—Commissioning procedures.

Quite appropriately the above letter sequence is also the correct chronological order in which the groups of pro-

LEGGE doesn't believe in a single cure-all product. Instead, it provides the Free services of a trained maintenance expert who analyzes your floors and custom tailors a program of upkeep to your specific needs. He may even call for a change in our existing formulae, if your floors require it.

In the end you get smarter-looking, longer-lasting, Safer floors. LEGGE Polishes reduce slip-accidents by up to *98%*. And you pay *less!* Many buildings report savings of up to *50%* on labor, *25%* on materials. A half hour of your time now will return handsome dividends within a year. Write today for Free booklet.

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Branch offices in principal cities.

For More Information Circle No. 280

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DuKane manufactures a complete line of communications products for industry, with a nationwide network of more than 300 engineering distributors ready to help solve your individual problem. Your nearest DuKane man is listed in the Yellow Pages.

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pioneer in industrial communications

DuKane Corporation, Dept O-58s, St. Charles, Ill.

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☐ Have a DuKane communications consultant call at my office

Name_____

Company_____

Address_____

City & State_____

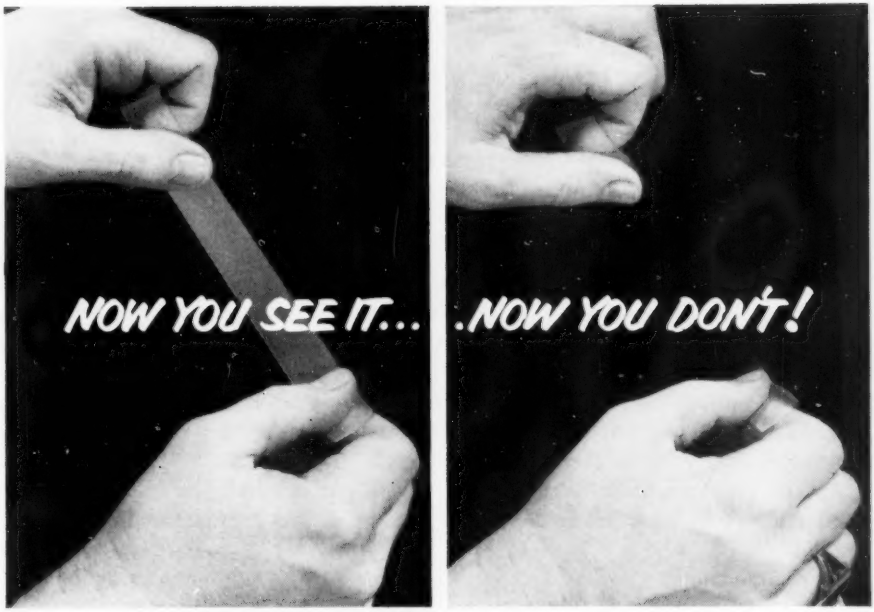
For More Information Circle No. 332

cedures are performed. Now, like the cook preparing a meal, our secretaries can do one entire job by referring to a single section of the manual.

Trying to emulate the cookbooks also produced many other features for our office manual. Like recipes, each of the 59 office procedures are written in a standardized format. The writing style is concise, the language is simple and to the point. We were careful to avoid the use of any Navy terminology which might be strange to a secretary starting out on the job. Of course, both in cookbooks and manuals the modern technique is to use plenty of pictures. On this point the NROTC manual can boast to having more illustrations per page than any other comparable Navy publication. Only in the matter of housing the publication was it inadvisable to follow the usual methods of the cookbook. Since recipes are not as dynamic as office procedures, the need for revising the publication does not exist. So, rather than a permanent type of binder common to cookbooks, the *NROTC Office Procedures Manual* will be housed in a 21-ring loose leaf binder with each procedure printed on a separate page so that it may be readily replaced in case of revision.

Next time you have "office cooks" who insist on dishing up their own variety of paperwork, provide them with a procedures manual styled after the most popular and successful procedures manual of them all—the cookbook.

READERS ORDERING A CHANGE OF ADDRESS should provide both their old and their new address, and give four week's notice.



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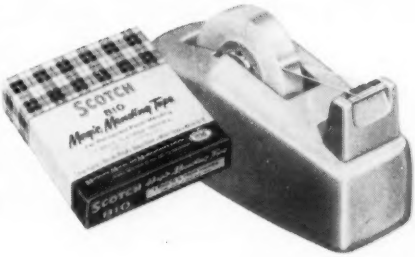
for permanent paper mending

holds and repairs invisibly!

MENDS LIKE MAGIC! That's new "SCOTCH" 810 Magic Mending Tape—actually disappears on contact with paper, does a *permanent* repair job, too. "SCOTCH" Brand never curls, discolors or bleeds adhesives ...stays crystal-clear and pliable indefinitely. And you can write on it with pen, pencil or typewriter! Try a few rolls soon.



THE TERM "SCOTCH" IS A REGISTERED TRADEMARK OF 3M COMPANY, ST. PAUL 6, MINN. EXPORT: 99 PARK AVENUE, NEW YORK. CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

For More Information Circle No. 234

How to Choose Your First Punched Card Equipment

ROBERT S. MOORS, Data Processing Supervisor, University of Massachusetts, Amherst

THE PROBLEMS attendant upon the installation of punched card accounting equipment are unfortunately voluminous. This will probably never change because of the individuality of business, and varying capabilities of personnel. Following are some factors which you will have to face:

1. The human reluctance to change. Particularly for those whose jobs will be affected, but who will have little or no say in the matter.

2. The suggested criticism implied against the old system by advent of the new one. Many will resent the implied suggestion that what they have been doing is not adequate to meet the company's needs. There is a further implication that they are personally inadequate.

3. The inherent fear individuals may have that they will become unnecessary to their employer and/or that their worth will be substantially diminished.

SIMPLIFY YOUR LABOR COSTING ROUTINES with STEVENSON & SMITH'S

UNIT-DATA TICKET SETS

UNIT-DATA TICKET SETS permit the recording of several different jobs on the face of a multi-part set, which, when divided, provide the pertinent information to each department involved, ACCURATELY, CLEARLY, EFFICIENTLY.

Please send the full story on Stevenson & Smith's Unit-Data Ticket Sets.

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Company.....

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Send for complete information, samples, and name of your closest Form and Systems Dealer.

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For More Information Circle No. 423

DO YOU USE THESE

3 tested cost-cutting techniques IN YOUR OFFICE?

☐ **1** Keep your office workforce at the level required for routine work only — Use *Manpower, Inc.* for all extra work occurring above that level! Our employees will do your work on your premises or in our office.

☐ **2** Avoid using highly paid employees to do extra or part-time work of a clerical or "general office" nature. When this work occurs — use Manpower, Inc. employees and save your skilled workers for more important work.

☐ **3** Instead of adding more office equipment which will not be put to "full time" use — call your local Manpower office! We'll do the work in our own fully equipped office — using our employees and equipment — at low rates.

In addition to saving you money, Manpower services are *convenient* — Our bonded, insured employees will do your work, in your office or ours, as long as you need them — 4 hours a day, a week, or longer at low hourly rates. We pay all salaries, taxes, and insurance — including Workmen's and Unemployment Compensation.

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Make arrangements now to have trained temporary replacements from Manpower to keep your work up-to-date. Our typists, stenos, and office workers will keep your work current at low hourly rates. Call your local Manpower office today for details.

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Available to Office Managers on Request! Use coupon at right.

manpower, inc.

Mr. Elmer L. Winter, President, Manpower, Inc.
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Dear Mr. Winter:

Please send me your FREE booklet "100 Ways to Improve Efficiency—Save Money in Your Office."

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Address_____

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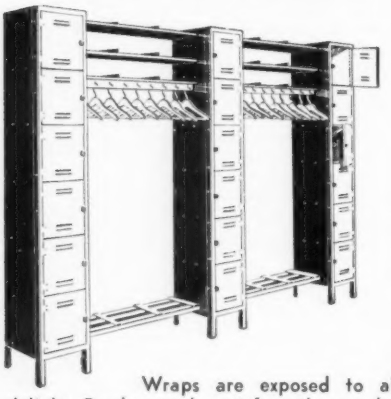
For More Information Circle No. 317

The OFFICE VALET
T. M. REG.

LOCKERETTE

—COMBINES THE BEST FEATURES OF BOTH LOCKERS AND COAT RACKS



Wraps are exposed to air and light. Employees do not face the weather in damp wraps that have been crumpled in dark lockers — do not eat soggy lunches, soaked by wet hats or gloves. Each person has his own spaced coat hanger, ventilated hat shelf and 12" x 12" x 15" deep lock box for lunches, tools and personal effects.

Lockerettes save space too . . . the No. 6-12 (2 column) accommodates 12 people in 6 feet; the No 9-18 (illustrated) accommodates 18 in 9 feet.

More salable because they keep wraps "in press."

Improves health and morale — lowers absenteeism.

WRITE FOR BULLETIN OL-10

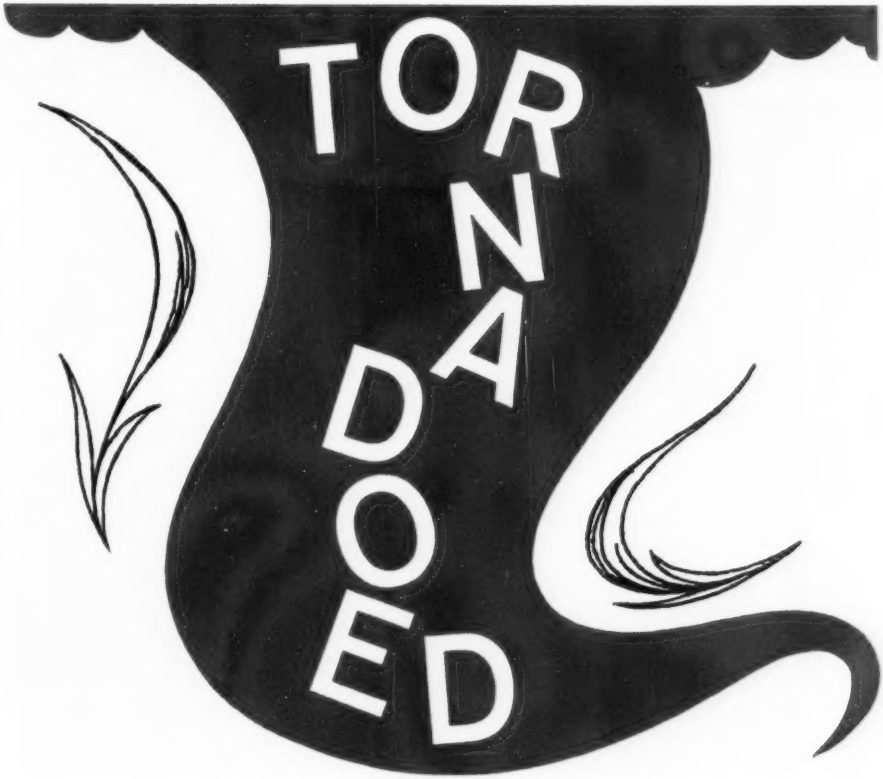
For More Information Circle No. 346

4. Misconceptions as to the capacity of punched card facilities, particularly the belief that these machines can do anything and everything, do it better and almost instantly. This misconception of machines is often carried over to the personnel of the punched card installation. Mechanization suggests the application of near-human devices which do not have human frailities. However, the operators who instruct these machines are living people.

It is not unreasonable to say that you can decide upon certain preliminary objectives without, at the time of decision, knowing *how* these objectives will be met. My own experience has convinced me that it is unlikely you will discover a problem which cannot be solved effectively. Certainly, not a problem involving office routine. You should be able to convert any present system of recording to punched card equipment. If you should run into problems peculiar to your company, the machines can be specially adapted to handle them.

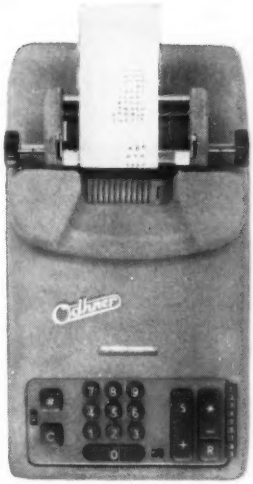
Consider the basic operations of your business which appear to lend themselves to mechanization. Take into consideration your company's future plans since they will affect your office whether or not you mechanize. Estimate the impact this mechanization will have upon your personnel requirements and your facilities. Will you have difficulties obtaining additional specialized personnel or do you have people who can be trained? Will you have room for expansion, or must you relocate the installation?

A liberal sprinkling of imagination applied to present concepts of data



*The entire building was demolished!**

Some days later, dug out of the rubble approximately two hundred yards from its original location, the company's Odhner Adding Machine came to light.
Picked up, it was plugged in—and tornado or not, *it worked!*



FACIT, INC., 404 FOURTH AVE., NEW YORK 16, N. Y.
235 MONTGOMERY STREET, SAN FRANCISCO, CALIF.

* an actual case history record: tornado demolished Concrete Material & Construction Co. of Cedar Rapids, Iowa (field office building near Eskridge, Kan.), April 2nd, 1956.

For More Information Circle No. 211

Cluttered desks like this can cost 30 minutes a day

See! It's designed to keep top clear and drawers organized

Why they bought 300 clutter-proof desks

This ingenious Organized Desk cures bad working habits and saves time

A well-known Louisville, Ky. manufacturer* went along thinking that cluttered desks were—well, just the accepted thing. That is until they bought 300 Shaw-Walker "Clutter-Proof" Desks.

"The improvement in efficiency was amazing," was their frank comment. "At some work stations it meant as much as 30 minutes saved each day."

How can a desk save so much time—time that can go into productive work? With these new desks, time-wasting top clutter and drawer hodgepodge are eliminated.

Fully 75% of things that clutter tops and drawers of other desks have a *specific place inside* this desk. There are off-the-desk trays for incoming, outgoing and pending letters, off-the-desk space for work organizers, work separators, deferred projects, binders, books, pads, forms, card lists. There's even an in-drawer wastebasket and provision for in-drawer phone!

See these "Clutter-Proof" desks in 58 color combinations at our branch or dealer or write Shaw-Walker, Muskegon, Michigan, for new 252-page Office Guide.

**Name on request*

Built Like a "Skyscraper"

SHAW-WALKER

Largest Exclusive Makers of Office Equipment
Muskegon 14, Mich. Representatives Everywhere

processing will greatly enhance the value of an installation. Only the best ideas of what others are doing in this field should be considered. It is to be remembered that other installations are not operating at 100% efficiency. Many would probably like to overhaul their present systems, but may not be able or willing to do so for various reasons. Consequently, the new installation should attempt to overcome the deficiencies of the well entrenched systems. Sweeping new concepts should be applied to your problems. Organize brainstorming sessions and "let your hair down." Avoid the cliches, "it won't work" or "it can't be done." Avail yourself of the extensive amount of assistance offered by machine and forms suppliers. Establish adequate means of communication between persons even remotely involved in the new system. The axiom that, "You can't get out of something more than you put into it" applies to any new system.

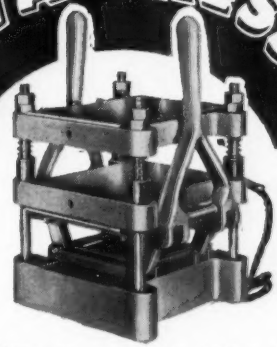
I will not attempt to discuss the type of machine you will need to initiate your installation since it pretty much depends upon the type of jobs you will be doing. The supplier will usually give you pretty sound advice about what your needs will be. However, there are some things to be kept in mind when buying or contracting for punched card machines.

Usually, a certain model accounting machine is available in several sizes, or capacities. For economy's sake, you may contract for some capacity less than maximum. However, you will not have been in operation for very long when you may find you need additional capacity. (Maximum capacity makes

NOW YOU CAN MAKE

RUBBER { PRINTING PLATES STAMPS

IN YOUR OWN OFFICE
WITH A HANDY *"Utility"*
EVA-PRESS



There are no costly delays checking proofs, waiting for deliveries of rubber stamps or printing plates when you own an EVA-PRESS. Anyone can easily operate it by following the simple step-by-step instructions.

- PERFECT impressions for every type of office printing . . . forms, postcards, business reply envelopes, address stickers, etc.
- MAKES up to 4" x 6" rubber plates and stamps cleanly, quickly, economically.
- PLUGS INTO 110 volts ordinary AC light socket . . . also available for DC current.
- TAKES UP less than two square feet on floor, table, or bench area.

UNCONDITIONALLY GUARANTEED!

Complete Presses From $200.00

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For More Information Circle No. 415

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SPEED-ERASING

***for* INK, TYPEWRITING, BUSINESS MACHINE WRITING**

Your typists will thrill to the new ease, speed and efficiency in erasing with these fine quality GRAYPOINT ERASERS.

EASY-TO-HOLD, EASY-TO-POINT, "BALANCED" PENCIL-LIKE SIZES

NO. 3650 GRAYPOINT ►
Hexagonal, wood-case eraser fits comfortably in the hand. Attached brush whisks away eraser crumbs. Won't roll off desks. Easily re-pointed in any pencil sharpener or with knife.

NO. 365. GRAYPOINT. Same eraser as No. 3650 but without whisk.

◄ NO. 378 GRAYPOINT
This paper wrapped eraser with the pull-string, can easily be re-pointed right at the desk.

All 3 are perfectly balanced for complete control and fast, smooth erasing.

WRITE FOR FREE SAMPLE OF YOUR CHOICE

Write us on your business letterhead NOW for the eraser illustrated here that you'd like to try. Please mention the name of your stationer.

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue Newark 7, N. J.
World's Foremost Eraser Specialists

For More Information Circle No. 397

available maximum flexibility.) The extent to which your machines are flexible will frequently determine the number, variety and complexity of jobs which can be put on them. Bear in mind that certain features and devices cannot be added to your machines, once in operation, since they are factory installed. If you must have that additional capacity, you will be forced to order replacement equipment and wait out the delivery period. When ordering a basic machine, get the salesman to spell out its capacity and tell you what additional things may be done to the machine to increase that capacity. Find out which are factory installed devices. Do a little long-range planning to determine future needs. Incidentally, you can usually order the additional devices installed and, if you subsequently find them unnecessary, you can have them disconnected and taken off rental. The device is, however, still attached to the machine, and can be later re-connected if you find a need for it.

Card files will be one of your principal needs. Your cards must be stored safely, under good compression. The drawers must be able to take a pretty good beating. One clue to the value of a file can be determined by its weight. It isn't so important how much you pay for an active card file, as it is how much you get for what you pay. Don't overstock on files. They can be acquired easily and at short delivery dates. Don't skimp, either, since you will only handicap the efficiency of your installation.

There are card racks for holding stacks of cards up to several thousands

At Last...

THE MIRACLE OF CLEANLINESS IN MIRACLEAN

A CLEAN HECTO CARBON MASTER UNIT BY *Standard*

You are invited to try a free sample Standard Miraclean Carbon Master Unit. Here for the first time is a unit in purple or black with a clean edge on all four sides. You might call it a picture frame unit, framed all around by clean paper. There is no exposed carbon edge, no carbon dust to transfer stains when an operator handles the unit.

Standard Miraclean Carbon Units offer all the advantages of the spirit process. They work on all fluid duplicating machines. For new esprit de corps in your duplicating department, you'll want Standard Miraclean. Send the coupon for a free sample and see for yourself.

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☐ Please send free trial sample Miraclean Purple Unit.
☐ We are especially interested in a sample of black.

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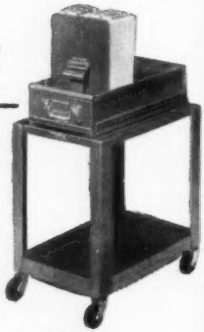
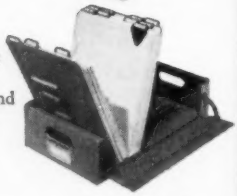
For More Information Circle No. 198

P.E.C. "MATIC"

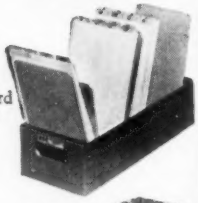
POSTING EQUIPMENT
INCREASES
OFFICE
EFFICIENCY
AUTO'MATIC'ALLY



DUO-MATIC
POSTING TRAYS AND STANDS . . . Tray models for sheet sizes from 7" x 11" to 12" x 12". Stands available in skeleton, fully enclosed or with Filing Drawer.



PORTA-MATIC
Trays available in 12", 14¾", 18", and 23¾" lengths and ten widths from 5" to 17". Lightweight . . . Portable.



TILT-O-MATIC
Five sizes for all standard register and sales book forms.

V-MATIC Tray
Ideal housing for writing board and machine accounting records requiring small capacity. Eight sizes.

Write today for our new, complete catalog.

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SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT *Corporation*
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For More Information Circle No. 412

in each stack. They may be solid units with built-in dividers to hold 13 or 14 stacks of cards. This is a fixed unit. It may be attached to the wall, attached to a machine, or mounted on casters so as to be mobile. Five basic types of card files are card boxes, tub files, fixed position card racks, flexible position card racks, and drawer files. Some offices go to exaggerated extremes to insure that cards are kept in perfect condition, while others remain superbly indifferent. Punched cards represent an investment. The extent to which this investment can pay dividends is favorably affected by the care which these cards receive.

While you are still in the planning stages, you have some flexibility as to the location and layout of your punched card accounting installation. You will want to obtain the greatest amount of efficiency possible and still maintain good working conditions. There are, at least, the following three elements to be considered.

(Continued on page 246)

". . . the boss is a good sport, but how will his secretary take it?"

For the
Summit of
Quality in a
THIN PAPER
always specify

Fidelity
Onion Skin

Reduces
- TYPING
- MAILING
- FILING COSTS

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For Thin Letterheads,
Copies, Records
and Forms.

SEND FOR A
Kit
of 8½ x 11
Sample Sheets
No Charge

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TURNERS FALLS, MASSACHUSETTS

BETTER COTTON FIBER PAPERS

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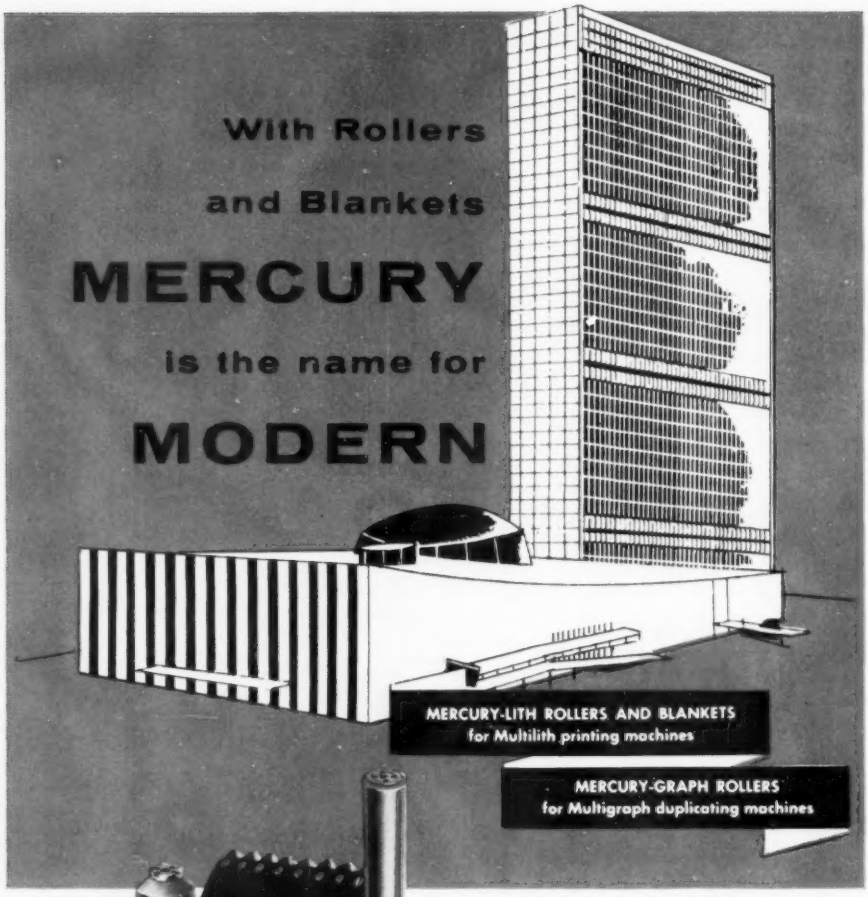

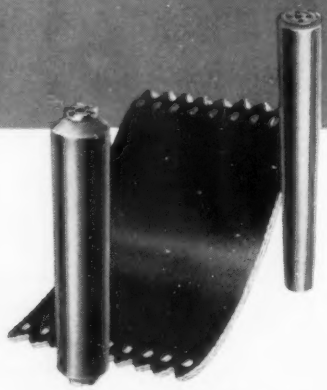

These superior accessories make all the difference in the world in the capacity of your equipment to turn out work in which line copy is crisp and sharp and tints or halftones are reproduced with almost photographic accuracy. Specify Mercury-lith or Mercury-graph next time and see the difference.

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For More Information Circle No. 228

A Branch Sales Office Service

RECENT CURTAILMENTS in sales office budgets have caused the concept of integrated office service to gain greater popularity. National Branch Offices, Inc., has established this efficient, low cost service for companies desiring branch offices in key cities. This service is tailored to meet individual needs with complete office facilities, plus the services of a full-time Executary trained by the branch manager to handle correspondence and reports, write and place orders, make appointments, forward mail, make routine sales phone calls and follow up on time-consuming detail.

Comparing this service with that of maintaining your own branch office,

In addition to full-time personnel, National Branch Offices, Inc., provides modern office machines for their clients' use.

Oravisual easels

Built and sold by the world's only exclusive manufacturer of visual aids for the office and conference room.

Write for free
24 page Why & How Catalog

ORAVISUAL CO., INC.
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For More Information Circle No. 421

VALUABLE BOOKLET *FREE*

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There is no obligation to us, but we feel you have an obligation to your organization, so that no one can say, a year from now, "If we had only known all of the facts."

This book contains in charts and illustrations answers to the following questions:

1. The Space Problem —The True Answer.
2. How to eliminate Traffic and Congestion.
3. Filing Clerk Morale —The WHY facts.
4. Motion Study of Filing Operations.
5. Time Saved thru Operation Elimination.
6. Comparison of three filing methods by square feet and lineal feet.
7. Results of a prospect's survey of five prominent users on a point basis.

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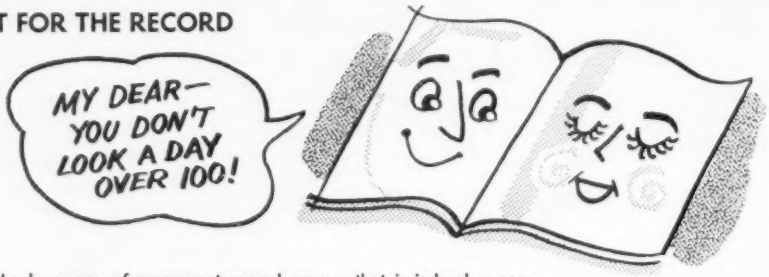
For More Information Circle No. 422

This air conditioned branch office is completely furnished with modern steel furniture. There is also an up-to-date reference library with maps and directories and a conference room.

the savings are said to be from $350 to $400 per month. These figures are based on a national average for comparable facilities. Management reports that among the features they like best in the plan are that they have the advantage of a full-time branch manager-secretary-receptionist; they have their own business phone, phone number and directory listing; and they pay one tax-deductible bill each month. In addition, they enjoy the advantages of modern office machines such as electric typewriters, photocopiers, duplicators, dictating machines and Teletype, if necessary. The offices are equipped with modern office furniture, a conference room and a reference library.

Branch offices are available in many key cities such as Chicago, Milwaukee, Los Angeles, Minneapolis-St. Paul and St. Louis. An illustrated brochure is available from National Branch Offices, Inc., 2040 W. Wisconsin Ave., Milwaukee 3, Wis., or **Circle No. 153.**

JUST FOR THE RECORD



In the language of permanent record papers that is indeed a compliment. And it's one that could come to few that haven't the well known watermark of

L. L. BROWN LINEN LEDGER (EXTRA #1 — 100% WHITE COTTON FIBER)

For Permanent Records that don't Show Their Age

It is the fine cotton fiber and skilled craftsmanship in processing it that give L. L. Brown's Linen Ledger that superior enduring quality and ability to withstand erasures, rewriting and hard handling.

L. L. BROWN PAPERS *Since 1849*

Ledgers, Bonds, Index, Bristols, Linens

L. L. BROWN PAPER COMPANY, ADAMS, MASS.

BETTER PAPERS

For More Information Circle No. 413

D. J. DEPREE, President of Herman Miller Furniture Co., declares:

"Today's purchaser looks for beauty and function"

"The simple, uncluttered lines of these classic pieces are an example of functional beauty. Another example is the paper chosen for our business letterhead. Crisp, cotton fiber bond is strikingly handsome. And in many other business uses, cotton fiber papers combine beauty with outstanding performance."

For practical reasons . . . as well as prestige . . . generations of successful businessmen have chosen cotton fiber papers.

Durable, white fibers of purest cotton, crafted by skilled hands and precision equipment, create papers well known for beauty, strength, permanence. These qualities stand out in business and social stationery, onion skin, index, ledger, drawing, tracing and blue print papers.

Make sure the papers you use are made with cotton fiber—25% minimum up to 100% in the finest grades.

BETTER COTTON FIBER PAPERS

©Cotton Fiber Paper Manufacturers, 122 E. 42nd St., N. Y. C.

BETTER PAPERS ARE MADE WITH COTTON FIBER

LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

For More Information Circle No. 219

Now mimeograph more kinds of copies

in less time with less work

New 1958 A. B. Dick machines bring mimeographing to an all-time high in versatility and ability to work duplicating miracles. Inking is completely automatic! Choose paste ink cylinder for unmatched cleanliness and up to 20,000 copies on a single inking. Or pick the fluid ink cylinder to use new fast drying inks without slipsheeting on a wide variety of papers. All cylinders are completely enclosed for cleanliness. A new feed virtually eliminates "doubles." New, much lower prices, too!

Mail coupon for complete information. Or call your distributor of A. B. Dick products. He's listed under Duplicating Machines in the classified section of your phone book.

A. B. DICK Company, Dept. O-58
5700 West Touhy Avenue, Chicago 31, Illinois

Please send more information about the new mimeographs that produce more kinds of copies in less time with less work.

*Name*_____

*Position*_____

*School*_____

*Address*_____

*City*_____ *Zone*_____ *State*_____

For More Information Circle No. 272

P.S. *All A. B. Dick mimeograph products are for use with all makes of suitable stencil duplicating products.*

A·B·DICK®
DUPLICATING PRODUCTS

For More Information Circle No. 272

Newest Olivetti office machine is the Graphika, the *only* manual typewriter with proportional spacing. Each letter receives an amount of space appropriate to its shape. One result is that the individual letters flow together gracefully and naturally to form words, as in printing. Olivetti Corporation of America, 375 Park Avenue, N.Y.

olivetti

Graphika's proportional spacing and unique typeface give special elegance to, and win special attention for, every kind of typewritten communication.

mi
mi

Proportional spacing (left, above) gives a narrow letter like "i" less space than a wide letter like "m", as in printing. Conventional spacing (left, below) gives equal space to wide and narrow letters.

For More Information Circle No. 235

NEW Books

HIGH-SPEED DATA PROCESSING by C. C. Gotlieb & J. N. P. Hume. McGraw-Hill, 330 West 42nd St., New York 36, 305 pp., $9.50.

Using a hypothetical machine as a model, this book gives a detailed study of coding and programming, and provides examples of typical applications of high speed data processing equipment.

1958 STEEL OFFICE FURNITURE COMPARATIVE LIST. Stimpson Systems Co., 101 Pleasant St., Worcester 8, Mass., 95 pp., $10.

Contains manufacturers' Zone 1 list prices for gray and decorator colors. Includes brief description of product, catalog number and sizes of steel desks and companion pieces, tables and vertical file cabinets made by 23 different manufacturers.

OFFICE MACHINE GUIDE (Quarterly). International Office Machines Research, Inc., Marnixstr. 419, Amsterdam C. Netherlands, $6 a year.

This is the independent reference service on office machines and equipment which was published under the name American Office Machines Research Service prior to World War II. The present service is a quarterly international edition, in English, which will cover the machines of all manufacturers. Pages are numbered for index filing in binders to provide a complete up-to-date reference book on office equipment. The publisher commenced this service in the Netherlands in 1935 and has published in the Dutch language without interruption since that time.

HOW TO HANDLE TRAVEL & ENTERTAINMENT EXPENSES TO ASSURE TAX DEDUCTIONS. Journal of Taxa-

ATLAS
VERTICAL FILING
SYSTEMS

FAST
EFFICIENT
ECONOMICAL
SAFE

FOR
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Complete line of models for negatives, plates, stencils, etc. up to 21" wide. Capacities up to 1,400 pieces. Wide range of sizes up to 26" wide, 52" high, 28" deep.

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Over 20 types and sizes, a complete patented line. Lug, spring-clip and envelope types to fit every need.

At Quality Equipment Dealers Everywhere—Specialized Model at Addressograph-Multigraph Agencies

Write for Complete Catalog

ATLAS
STENCIL FILES CORP.
16716 Westfield Ave., Cleveland 10, Ohio

For More Information Circle No. 326

tion, 147 East 50th St., New York 22, 64 pp., $2.

The best recent material on the subject from the "Journal of Taxation" with current court decisions summarized.

IMS FILM RENTAL CATALOG. Industrial Management Society, 330 S. Wells St., Chicago 6, 24 pp., Free.

Describes more than 70 16mm before-and-after, work simplification films which have won awards in the society's methods improvement competitions.

NRB MANUAL OF SUCCESSFUL BUSINESS LETTER WRITING by Maxwell C. Ross. National Research Bureau, 415 N. Dearborn St., Chicago 10, 280 pp., $15.95.

Contains 1248 tips on writing dynamic business letters, on every subject, from the experience of successful letter writers. Each buyer of the manual will also receive a booklet titled "Secretary's Handbook of Letter Writing Procedures."

MODULAR MANAGEMENT AND HUMAN LEADERSHIP by Frank Pieper. Methods Press, Box 4090, Minneapolis 14, 288 pp., $6.50.

The author believes that this book, for supervisors and foremen, will settle the issue of whether autocratic or democratic methods are better for work leadership because he shows how both are necessary and how each should be used for different people and different situations. Mr. Pieper condemns tricky human relations techniques that manipulate people and he recommends honest, aggressive leadership.

WHAT WILL YOU BE DOING 10 YEARS FROM TODAY? Office Management Assn. of Chicago, 105 W. Madison St., Chicago 2, 20 pp., 20 cents.

For distribution to freshmen and sophomore high school students who have the chance to select their course of studies as juniors and seniors, this is part of OMAC's effort to get better educated job applicants for offices.

THE

"KOH-I-BALL"

. . . the New Double-Ended Ball-Point Pencil

• writes RED • writes BLUE

another Koh-I-Noor exclusive . . . the only two-in-one ball point pencil of its kind on the market.

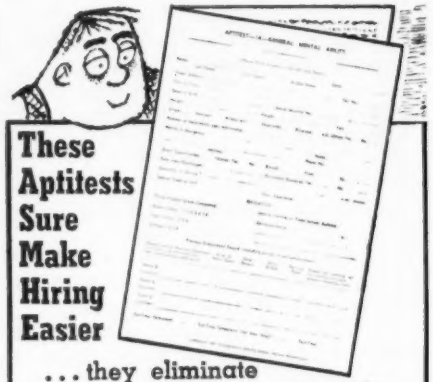
- polished brass nose-pieces
- light wooden barrel
- full-length red & blue ball-point inserts (easily replaced with available refills)

Packed either 12 Koh-I-Balls on a display card or in a dozen box.

Retail price 49c
trade and quantity discounts available.

Koh-I-Noor Pencil Co.
Bloomsbury, New Jersey

For More Information Circle No. 402



These Aptitests Sure Make Hiring Easier

. . . they eliminate guesswork in selecting help

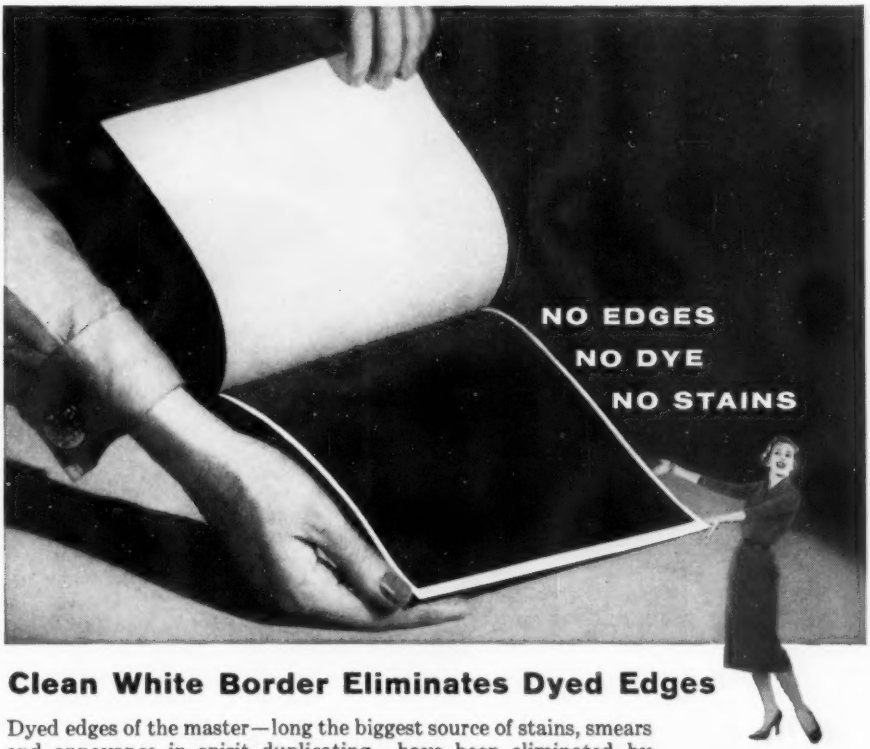
At last . . . brief, easy to administer and grade aptitude tests for small or medium businesses. Perfected by nationally known psychologists . . . assure accurate, scientific employee selection . . . reduce costly job-training. Introductory set of 8 classifications—$10.00, postpaid —MONEY BACK GUARANTEE.

Send trial order now or write for FREE literature.

APTITESTS 31 South Carpenter Ave. Indiana, Pa.

For More Information Circle No. 403

NEW CLASSIC READY-MASTER

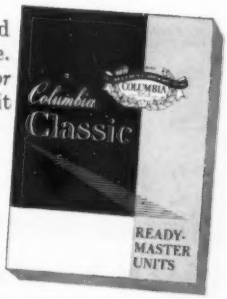


Clean White Border Eliminates Dyed Edges

Dyed edges of the master—long the biggest source of stains, smears and annoyance in spirit duplicating—have been eliminated by Columbia's new Classic Ready-Master Unit.

The hectograph coating of the new Classic Ready-Master is sealed off short of the edges—leaving a clean, *dye-free* border to handle. *There's no dye to rub off, stain and travel from typewriter to duplicator to files, either.* Everybody and everything connected with your spirit duplicating stays cleaner with new Classic Ready-Master Units!

For free sample write, using company letterhead: Columbia Ribbon & Carbon Mfg. Co., Inc.
865 Herb Hill Road, Glen Cove, N.Y.



CLASSIC READY-MASTER BY *Columbia*

COLUMBIA RIBBON & CARBON MFG. CO., INC., GLEN COVE, N. Y.
COLUMBIA RIBBON & CARBON PACIFIC, INC., DUARTE, CALIF.

For More Information Circle No. 274

HAPPY FANNY *says:*

DON'T SUFFER FROM O.H.S.*

***Office Hot Seat impairs efficiency.**

ES45A

PS31
$29.95

Lower your capital investment. Increase productivity of wage dollars. Buy BEVCO, outwears any other chair on the market.

VENTILATION eliminates O.H.S.

BEVCO is the only office seating that permits free circulation of air.

BEVCO chairs are More Comfortable—Wear Longer.

Cost less to buy—Less to maintain.

Available at Progressive dealers from coast to coast.

Visit our Booths G and H

N.O.M.A.—May 25-29—Conrad Hilton

Ask your dealer or write direct
For More Information Circle No. 282

BEVCO PRECISION MANUFACTURING COMPANY
831 Chicago Avenue, Evanston, Illinois

Mail scale accurate? Weigh the evidence!

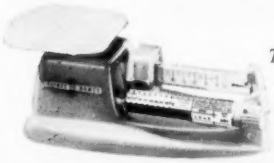
A silver dollar is the evidence. It weighs 15/16ths of an ounce. It tells the truth—the whole truth—about your scale. Place it on your postage scale. If the scale shows an even ounce or more, you are wasting postage, using 6c on 3c letters in many instances. On only 12 letters a day, this costs you $100 a year!

If your scale shows markedly *less* than an ounce, you too often *under*pay postage, so that many of your letters arrive "Postage Due," annoying the recipient and causing mail delays.

PB precision scales weigh *accurately*. They tell the exact postage needed for all classes of mail. You don't pay 6c for 3c letters. You don't put 3c on a 6c letter. You save postage and good will!

Six models include a parcel post scale for weights up to 70 lbs. Ask the nearest PB office to show you the "silver dollar test." No obligation, of course. Or send the coupon for free illustrated booklet.

FREE: *Send for handy desk or wall chart of Postal Rates, with parcel post map, zone finder.*



The 4900 for the small office has convenient postage computer.

PITNEY-BOWES
Mailing Scales

Made by the originator of the postage meter . . . offices in 107 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3495 Walnut Street
Stamford, Connecticut

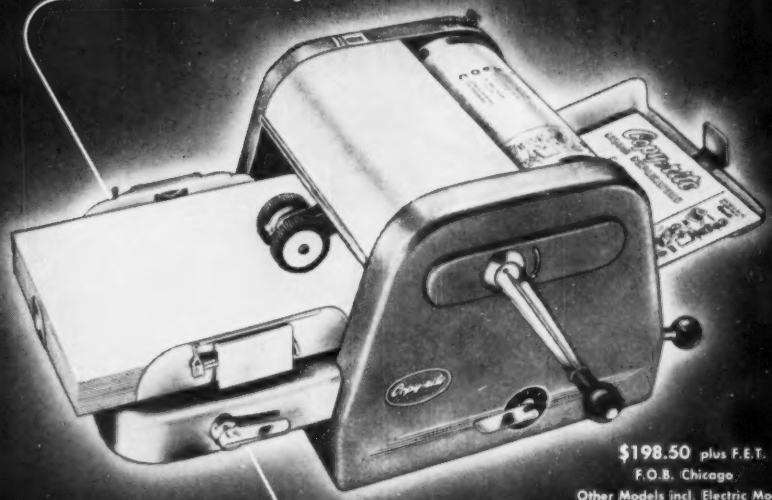
Please send your free "Silver Dollar Test" booklet to:

Name _____

Address _____

For More Information Circle No. 218

a Touch of Tomorrow



$198.50 plus F.E.T.
F.O.B. Chicago
Other Models incl. Electric Model

ANNOUNCING THE MOST ADVANCED FEATURES IN SPIRIT DUPLICATORS

CLEAN, SHARP COPIES WITHOUT INK, GELATIN, TYPE OR RIBBONS!

the all new

Copy-rite SILVER STREAK

- Exclusive "Margi-Set" raises or lowers reproduced copy to desired position while operating Copy-rite
- Five position *Color* control — *Clockwise* operation
- Exclusive quart capacity visible fluid supply with automatic fluid control — Less frequent refills, no evaporation
- Pre-Set guides — Fixed position insures constant, correct alignment
- Composition-faced, long wear side grippers. Outlast all others. Positive single sheet feed
- *First* with Unconditional Three Year Guarantee (one year on rubber parts) against defective parts or workmanship
- New *Cadet Grey* color blends with any decor

For complete details on this Advanced-Design Duplicator and our complete line of highest quality Spirit and Stencil Supplies, write Dept. 5.

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DUPLICATOR AND SUPPLY COMPANY

Copy-rite Duplicators

1201 West Cortland Street Chicago 14, Illinois

San Francisco Brooklyn

For More Information Circle No. 319

JOHN CAMERON SWAYZE . . . "My Cole Portable has travelled around the world with me. In any language, Cole's the best."

KENNETH BANGHART . . . "Split seconds are important. For speed and accuracy I depend on my Cole Portable."

Read what these top-flight reporters say. . .

QUENTIN REYNOLDS . . . "I've tried them all, American and foreign. It's a Cole Portable for me — it's lighter, faster, cleaner."

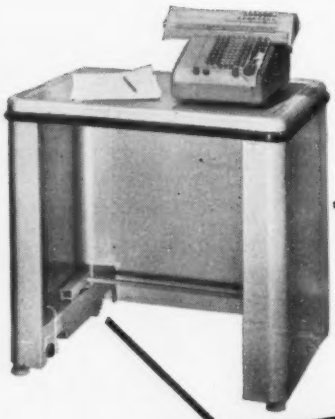
Choose the COLE PORTABLE as these experts have . . . on a train, on a plane or in your home the Cole is truly portable . . . rugged too! It's lightweight, streamlined, the only portable in the world with the "whisper-touch"! Makes typing as easy as talking. No wonder everybody from Alaska to Zanzibar is raving about the 1958 Cole portable. Take it anywhere and get accurate office performance. Dollar for dollar, the greatest value in typewriter history.

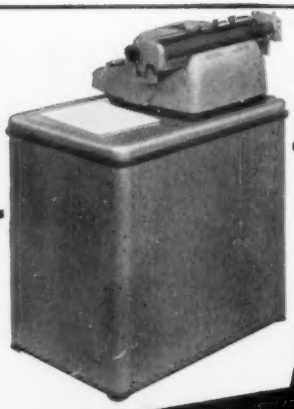
$94.50 plus tax with matching carrying case

COLE PORTABLE

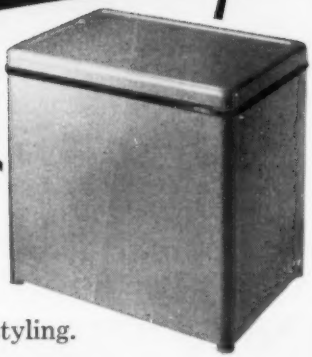
COLE STEEL OFFICE MACHINES, INC. • Affiliate of Cole Steel Equipment Co., Inc., N. Y. C.

For More Information Circle No. 200





ATTRACTIVE from any angle
SAFE for any machine



the CONSOLETT

Handsome and functional, Consolett styling enhances office appearance. Its trim lines and attractive finish add a touch of distinction you don't find in ordinary pipe-and-angle styling.

What's more, the Consolett gives maximum protection to costly machines. Its rugged, all-steel construction and wide, steady base insure complete stability. For extra convenience, the Consolett rolls easily on large rubber casters, then anchors at a toe-touch on adjustable rubber-cushioned feet. Write for prices and literature.

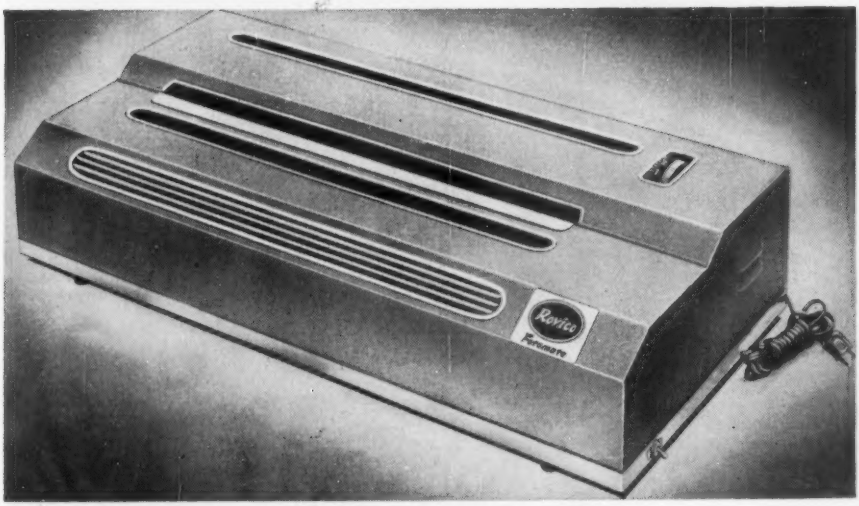
Matching two-shelf cabinet also available

STOLPER STEEL PRODUCTS CORP.

318 Pilgrim Road • Menomonee Falls, Wisconsin

For More Information Circle No. 244

WORLD'S LARGEST PHOTOCOPIER WITH A 19½" THROAT!



Rovico T.M.

FOTOMATE

COPIES ANYTHING . . . BETTER!

(And Faster, too)

The sensational ROVICO FOTOMATE fulfills all large copying requirements quickly, conveniently and economically . . . and doubles the speed of letter-size originals by making two copies at one time.

No copying limitations, whatsoever. You copy any color ink, crayon, carbon or non-carbon based material . . . from ANY PAPER IN ANY COLOR. Available in three models with a throat capacity of 10", 15½" and, of course, the world's largest, 19½". Copies any length paper. Precision engineered, with sturdy stainless steel construction. In Executive Grey, Imperial Green and Regal Blue. Manufactured in New Jersey.

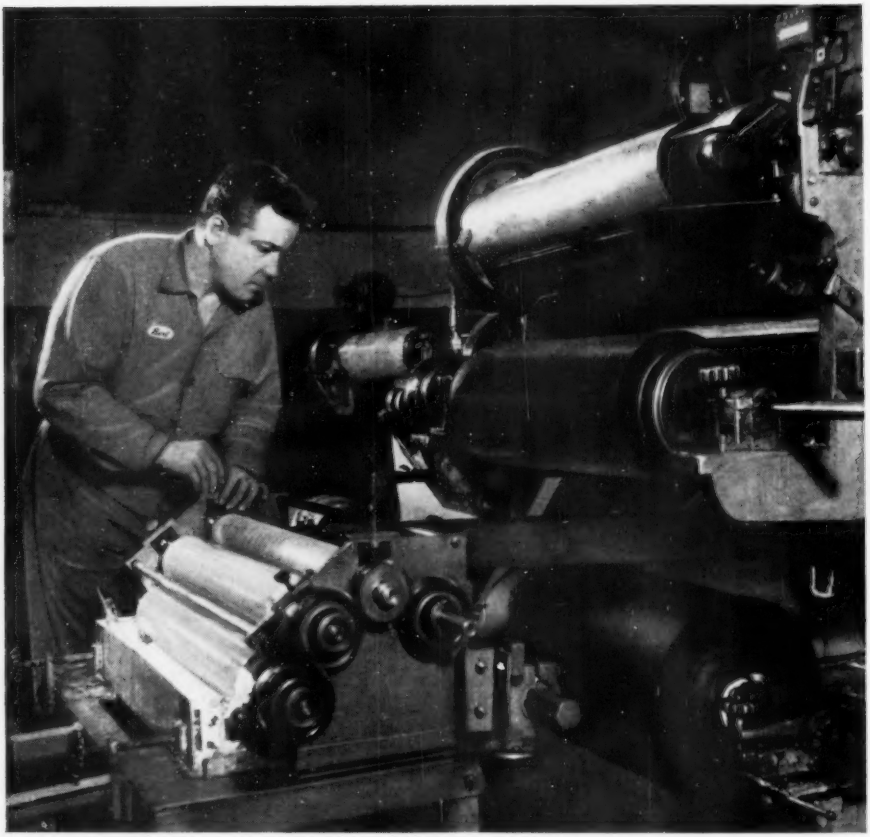
Don't just ask for a "COPY" . . . ask for a "FOTOMATE"

DEALER FRANCHISES AVAILABLE. WRITE FOR DETAILS

ROVICO INCORPORATED, 318 MARKET ST., NEWARK, N. J. MArket 3-3353

For More Information Circle No. 269

Carbon Papers • Inked Ribbons • Carbon Paper Ribbons • Carbon Copy Sets • Spirit Carbons • Master Units • Printed Master Sets • Duplicating Supplies • Copyholders



EXPERIENCE reflected in manufacturing perfection as a result of sixty-three years of uninterrupted production . . . combined with the most modern merchandising and packaging methods.

CONFIDENCE in products and service . . . produced and distributed by one of the few remaining owner-managed corporations in the ribbon and carbon industry.

CURTIS-YOUNG CORPORATION
110 West 18th Street, New York 11, New York • ORegon 5-3636
U. S. CARBON & RIBBON MANUFACTURING CO., INC.
621 Cherry Street, Philadelphia 6, Pa. • WAlnut 2-1416

DUPLICATING PRODUCTS THAT REFLECT YOUR GOOD JUDGEMENT

CURTIS-YOUNG

BIS Handyset Forms Give You MORE SELLING TIME

Studies show valuable selling time lost with old-fashioned order forms. You can gain back this time by using Baltimore's **B**lue **I**nk **S**tandard Handyset Forms. One writing gives up to six clean copies, suitably marked for billing, invoicing, posting, etc. Pre-interleaved one-time carbons snap out quickly and easily . . . end fumbling and mess.

Completely Reproducible on Thermo-Fax® Machines

Special inks and carbons . . . standard on these forms at no extra cost . . . make every page of BIS Handysets completely reproducible on the popular *Thermo-Fax* Copying Machine. No premium price, no special runs. BIS Handysets are lower in price, with up to 50% faster delivery to you.

Free Samples and Recommendations

This form may answer your problems, or another form from Baltimore's *complete line* may save you time and money. For capable and experienced systems planning, call your Baltimore Business Forms representative listed in the yellow pages under Sales Books or Business Forms. Or, write to: THE BALTIMORE BUSINESS FORMS CO., 3144 Frederick Avenue, Baltimore 29, Md.

Baltimore Business Forms

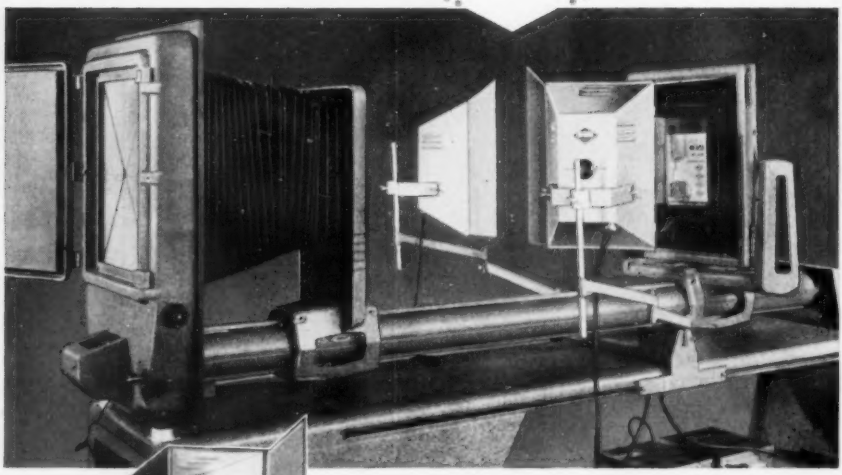
(Division of THE BALTIMORE SALESBOOK COMPANY)

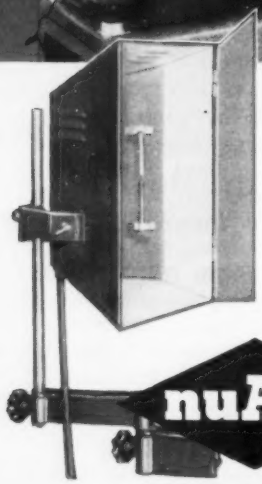
Saving time and reducing costs in business and industry

For More Information Circle No. 208

quality reproduction with low-cost HI-LITE arc lamps

nuArc®





Designed for cameras up to and including 17" size. Can also be used in double or even triple-deck for larger camera installations. Completely automatic, steady, *even* light...no sputter ...no bounce. Take advantage of 30-Day Free Trial Offer. Write for bulletin 600B.

$298.00 PER PAIR

nuArc® company, inc.

General Office and Factory:
824 So. Western Ave., Chicago 12, Ill.

***Eastern Sales and Service:* 215 Fourth Avenue, New York, N. Y.**

For More Information Circle No. 203

New efficiency for every office . . .

at A New Low Price!

PRESENTING THE

SPEED-O-PRINT

ALL-NEW

Executive

AUTOMATIC

MAIL OPENER

$174.50

Plus Federal Excise Tax

ELECTRICALLY OPENS UP TO

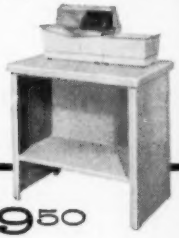
600 LETTERS PER MINUTE

Opens envelopes of any size or thickness • Adjustable trim cut • Will not damage contents • Completely safe — automatic shut-off • Letters and trim strips neatly stacked in separate removable trays • Compact; simple to use.

Handsome Matching

SPEED-O-STAND

Ample working space and handy storage space. Blends with modern office equipment and furniture.



$49.50

Speed-O-Print Corporation

1801 WEST LARCHMONT AVE., CHICAGO 13, ILL.

For More Information Circle No. 221

WHAT!...

let a salesman write his own expense checks?

Of course! Many companies have been doing it for years, using The *Traveletter*® System. Shocking, isn't it? Crazy idea! Maybe, so — to old-fashioned management — but modern management has found out differently.

The *Traveletter* System is an established system that has provided sound control of travel expenses for 62 years for many of America's largest companies . . . who recognize the advantages of The *Traveletter* System over ordinary home office methods of handling travel expenses.

Besides controlling expenses here's what The *Traveletter* System does:

1. Materially reduces the cost of reimbursement procedure.
2. Eliminates cash advances.
3. Simplifies banking procedures.
4. Aids Sales Department in processing expense reports.
5. Assists traveler in authenticating expenses as required by the I.R.S. tax ruling.

"Traveletter" Reg. U.S. Pat. Off.

Traveletter®

The Modern System for handling Sales Expenses . . . Since 1894

TRAVELETTER CORPORATION • GREENWICH 3, CONNECTICUT

For More Information Circle No. 263

Camera!

Puerto Rico's first business show saw this exhibit of General Fireproofing Co. filing cabinets with drawer fronts in different colors. The colors are selected to blend with an office's color scheme and also serve to signal the material filed in each drawer. When files are built into a wall, the front panels form part of the wall's decoration, according to Albert E. Lee & Son of San Juan, G-F distributor.

Growth of literacy means growing markets for American writing instruments such as this Sheaffer fountain pen and pencil ensemble presented to K. O. Mbadiwe (right), Nigerian federal minister of commerce and industry, by Ronald Aldridge of Wiggins Teape (West Africa) Ltd., Sheaffer Pen Company's African distributor.

The California Bank, Los Angeles, uses two Peerless Dri-Stat photocopy machines to make copies of checks, notes, drafts and other negotiable instruments; letters, trust agreements, financial statements, wills and statistical reports. Copies are used to fulfill requests of customers and the bank's 63 branch offices.

Note the photocopy work station which the California Bank set up in a section of steel shelving. The two Peerless Dri-Stat photocopying machines have reduced the bank's inter-departmental traffic in valuable original papers.

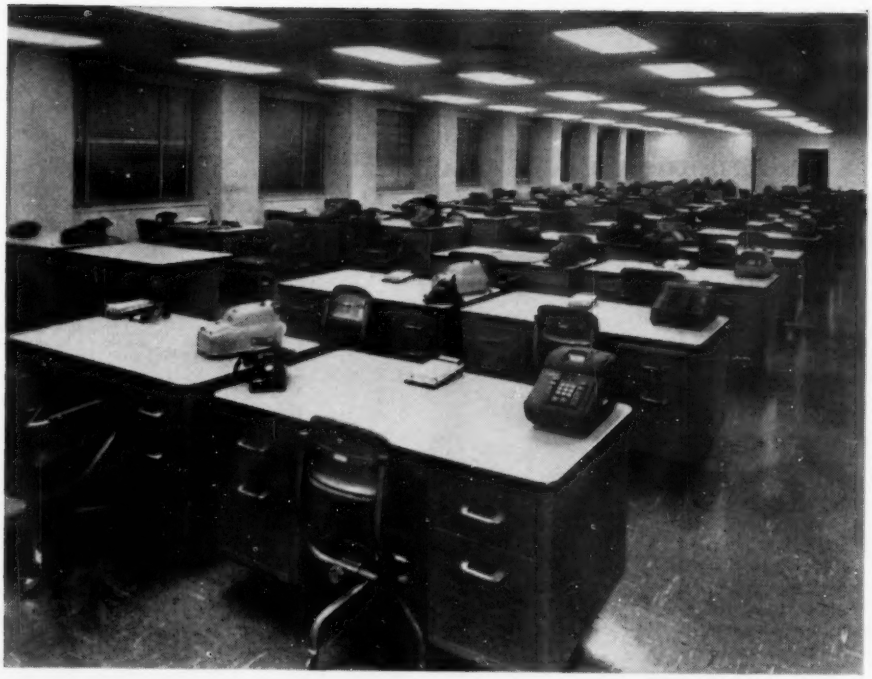
The Exchange Bank in the Exchange Park project outside Dallas, Texas, uses Domore posture desk chairs designed by Raymond Loewy Associates and installed by Dallas Office Supply. Gale Arthurs is the project's interior designer.

Insurance Securities Incorporated, Oakland, Calif., will use seven Underwood Electronic Business Computers to replace 35 posting and accounting machines. The investment of about $175,000 in the computers will save some 60% in office space as well as reduce operating costs. Leland M. Kaiser, ISI president, and Alfred Jensen, Underwood Pacific district manager, watch Louise Benson try out one of the computers.

Advertising Agency's New Offices

The board room in the new Fifth Avenue, New York, offices of Benton & Bowles, Inc., is fitted for meetings, television and screen viewings. Wood finishes are walnut and teak with fabrics in beige, leaf green and burnt orange. The cork wall is used for visual presentations.

Office of the chairman of Benton & Bowles' executive committee has a natural cork floor with woven rug and all color tones in warm gray, muted gold and black. Foreground shows informal meeting area. A contemporary table (at rear) is used instead of a desk. (See page opposite.)



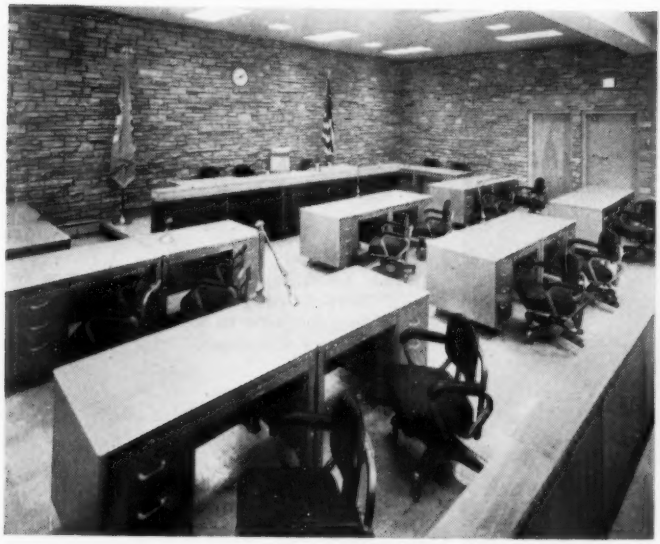
Accounting department in the new 130,000-sq. ft. offices of Benton & Bowles, Inc., has steel desks and chairs in mist green and gray. Floor is brown tile. Walls are beige with green and orange accents.

Benton & Bowles also uses their employee lunchroom for large meetings and other employee functions. Simplicity is the keynote with easily maintained plastic tables and chairs, clean blue and yellow predominating. The advertising agency's complete decorating and furnishing job was done by Itkin Bros., New York.

Renseignements, S'il Vous Plait

The information department of the French Postal, Telegraph and Telephone Ministry in Paris uses revolving visible files for its more than 100,000 telephone subscribers. Each file panel holds 140 light wooden strips upon which the information is typewritten. The file is indexed alphabetically by names, by streets, and by phone numbers.

Imperial Typewriters are used in Paris to type the .04"-thick wood strips which come on paper backing sheets. The typewriters were installed by Comeca S.A., French distributors for Imperial Typewriter Co. of Leicester, England.



The attractive council chambers in the new City Hall of Wauwautosa, Wis., where over 300 Milwaukee Metal-Lux Steel Chairs were installed by Forrer Equipment Co. and Northwestern Furniture Co., Milwaukee.

The Brussels World's Fair exhibit of Haloid Co. is a self-operating demonstration of xerography. The exterior carries descriptive explanation in English, French and Flemish. Interior (inset) contains automatic xerographic apparatus that visitors may activate by pushing a button.

Desire Allouche, cashier at Air France in New York, using a small Underwood Add-Mate machine to total checks. Standing is Nancy Caccamo.

The "Stork Club" for expectant fathers at the Indianapolis Community Hospital is furnished with Blactone Modern furniture made by the Howell Co. of St. Charles, Ill.

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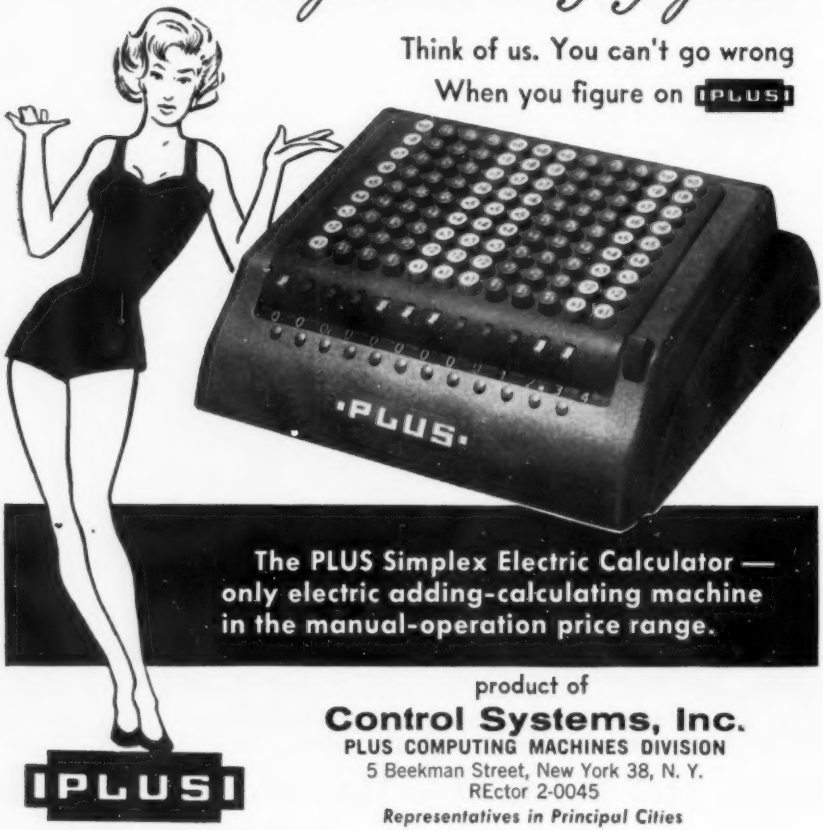

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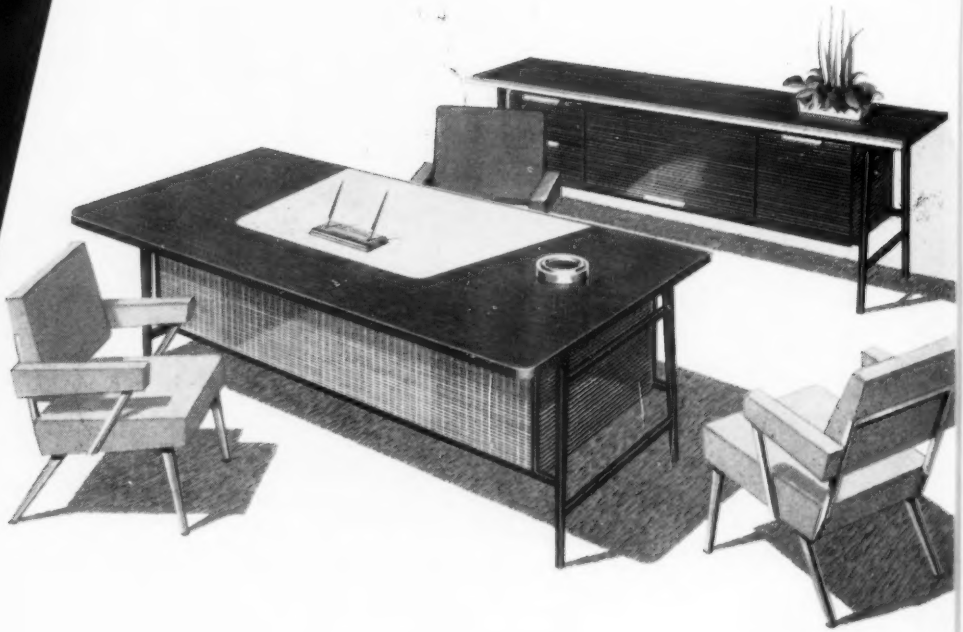

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How to Protect Your Workers From Fear

B. W. ELSOM, Former Director of Employee Services, Boston Store, Milwaukee

CALMNESS is always a desirable trait for executives. In times of stress, workers take their cues almost entirely from the attitude of their superior. Workers like a calm boss. Calmness denotes self-control. A calm boss instills his calmness into all who come in contact with him. In times of emergency, workers watch their boss very closely. If he is excited or distraught fear will seize the entire group. On the other hand, an executive's calmness will tend to quiet a bewildered group.

The next best thing to *being* calm is *appearing* calm. If circumstances make it impossible for you to remain inwardly calm, at least be a good actor. Conceal your anxiety. Advance consideration and advance planning are perhaps the best safeguards against hysteria.

Try to think out your course of action in advance of the arrival of emergencies. It is, of course, impossible to foresee and plan for all eventualities which may arise. Every bit of advance planning which we can possibly do, however, will make sudden confusion less probable and help us retain our wits under stress.

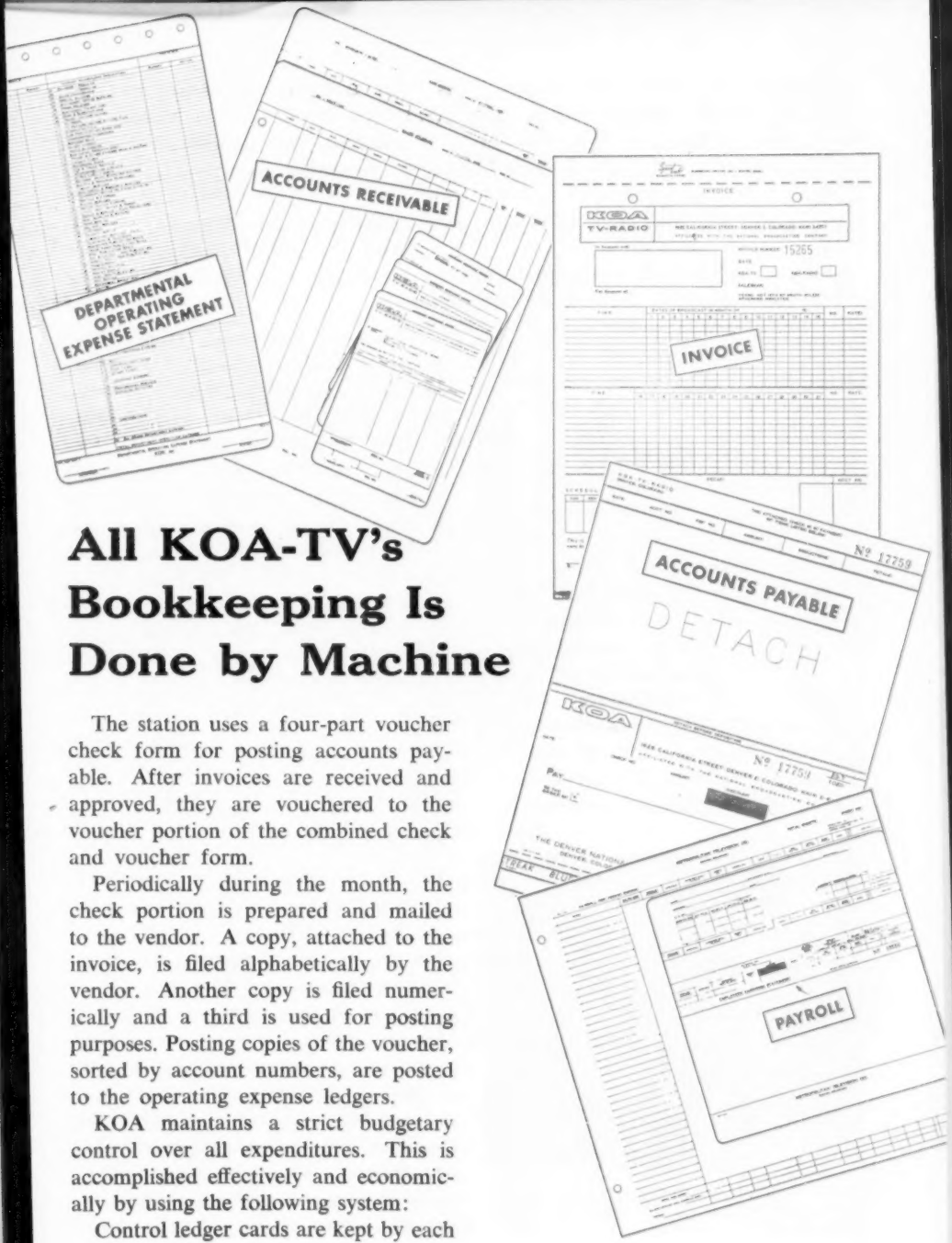
Here are some of the things that a supervisor can do to free his workers from fear so that they can do justice to their jobs and to themselves:

1. Have an up-to-date understanding with each worker so that he knows where he stands with you.
2. Show sincere appreciation for work well done.
3. Do not threaten loss of job as a penalty for shortcomings.
4. Assure your workers that merit will be recognized as far as possible in job assignments, transfers, promotions and layoffs.
5. Give your workers thorough instructions so that they will not be afraid of reporting mistakes.
6. Be interested in your workers' health and family problems.
7. When an employee is too old to do his regular job, try to transfer him to an easier one.
8. Be willing to make personal sacrifices to approve promoting a good worker to another department.
9. Whenever possible, promote from within your department.
10. Avoid hard-boiled tactics, rough talk and bawlings-out in the presence of others.
11. Control your temper when a worker makes a mistake and try to help him avoid repeating the mistake.
12. Keep all your dealings with your workers on a purely impersonal basis, basing your action on facts rather than personal likes and dislikes.
13. Be patient in your dealings with your workers.
14. Be consistent in your rulings and decisions.
15. Give orders and instructions calmly and considerately.

Paula Bass, machine operator at Station KOA-TV, Denver.

TELEVISION broadcasting greatly increased the number of clients and the complexity of accounting procedures at Station KOA in Denver. After the Metropolitan Television Co. took over operation of the 50,000-watt station from the National Broadcasting Co. in September, 1952, Royce Nation, business manager, realized the need for an accounting system which would eliminate unnecessary steps in arriving at monthly net profit figures. Some sort of simplified, yet thorough, accounting was called for, he explained. Mr. Nation asked Keith Elhart, Underwood Corp. representative, to analyze what was essentially a classic problem among expanding businesses—how to accommodate a greater sales volume without a big increase in payroll. Mr. Elhart offered as his solution the Underwood Sundstrand Model E accounting machine because, as it was set up, the business side of KOA could gear its entire accounting procedure to this particular model. KOA invoices monthly and posts directly to the accounts receivable statement and ledger. At the same time, the distribution is made on the sales journal.

Ideally, the machine would prove each line of posting. With the completion of each job, it would provide assurance that KOA sales had been properly distributed. "Fine," Mr. Nation agreed, "but how about the general ledger?" In addition to its accounts receivable, KOA's general ledger also would be kept on the machine, Mr. Elhart explained.



All KOA-TV's Bookkeeping Is Done by Machine

The station uses a four-part voucher check form for posting accounts payable. After invoices are received and approved, they are vouchered to the voucher portion of the combined check and voucher form.

Periodically during the month, the check portion is prepared and mailed to the vendor. A copy, attached to the invoice, is filed alphabetically by the vendor. Another copy is filed numerically and a third is used for posting purposes. Posting copies of the voucher, sorted by account numbers, are posted to the operating expense ledgers.

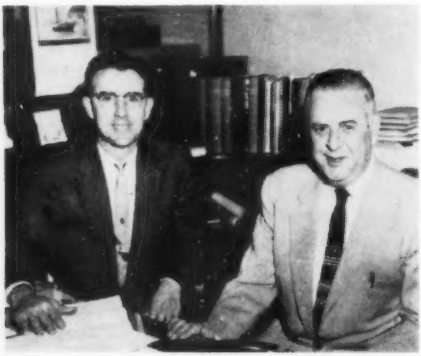
KOA maintains a strict budgetary control over all expenditures. This is accomplished effectively and economically by using the following system:

Control ledger cards are kept by each

department. A further breakdown is made by various expenses within each department, as required. With this fine breakdown, they are able to supply budgetary and actual expense information to any department head at any time during the month.

The station's payroll also is prepared on the same machine. KOA and KOA-TV have a combined staff of 110. Although most employees are on a salary basis, there are a number of hourly personnel in addition to the artist payroll. Payrolls are prepared semi-monthly. The paycheck, individual earnings record card and payroll journal are written simultaneously and each individual line entry is proved correct.

Commenting on this phase of the accounting job, Mr. Nation declared, "We have found this machine most adaptable to efficient payroll record keeping." He described the accounting machine as "very effective for radio and television accounting," and it has proved to be extremely helpful in supplying necessary operating data on which to base sound management decisions.



Royce Nation, business manager of Station KOA-TV, and Keith Elhart of Underwood Corp.

"Our financial statements are now completed on time," Mr. Nation said. "In addition, our departmental operating statements are distributed promptly. We feel it's vitally important that accurate and informative accounting data be available to management for guidance in daily station operations."

Transition from the cumbersome procedure formerly used to the present, swift, virtually foolproof method, was accomplished with a minimum of operator training because of the machine's natural sequence, 10-key numeral keyboard which can be mastered in a few hours. A dual register machine, it has automatic form stop and open-close carriage controls which make month and balance transfers simple routine. The operator merely inserts the forms which are arranged automatically as the carriage alternately closes and opens for a repeat form feeding operation. A "mechanical brain" directs every computing and printing operation automatically. The operator simply enters the necessary figures. The machine's two registers may be operated simultaneously or individually. Each has direct subtraction and credit balance.

A flick of the program control key changes the machine from one posting operation to another in an instant. It can be quickly converted into a complete adding and subtracting machine simply by depressing a key. Through the acquisition of their new accounting machine, the business office at KOA has been able to absorb numerous additional projects without more manpower, contrary to original expectations.

Checks Are Safer Than Cash—But How Safe Is Your Check?

MARCY F. RODERICK, President,
Marcy F. Roderick Co., Upper Darby, Pa.

AN ARMORED CAR draws up to the curb. Four guards get out. One man stands by the rear of the car, another at the entrance to the building. Every man keeps sharp watch in all directions. Each one keeps a hand on his half-drawn revolver, ready to shoot at a second's notice. All this protection to deliver a $15,000 payroll twenty city blocks!

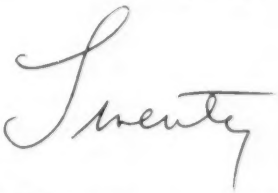
But checks, totalling many times this amount, are sent out daily to all parts of the world, some without one iota of protection—at the mercy of any crook into whose hands they may fall. This carelessness costs American business men $300 million a year!

The percentage of business transactions in America handled by checks has been estimated as ranging from 90% to 95%. The Chase Manhattan Bank said that, in one recent day, its head office processed 2,249,000 checks with a face value of $1.2 billion. That was just one bank.

The checkwriter is designed to provide legibility to checks and to protect against fraud. It does both jobs well and that is why a check protector is considered essential in modern business.

How legible is a $5 bill? Would you guess that the word "five" or the number "5" appears 18 times on a $5 bill? Why? So that no matter how you look at it, you should be able to quickly identify it as a $5 bill.

Some people prepare a check with pen and ink, writing in a crowded hard-to-read style What is this word? Is it 20 or is it 70? Suppose you guess.



Remember that, as a limited substitute for U. S. currency, a check should be just as easily and clearly read as actual currency. Illegibility does not always result in fraud, but it certainly is an invitation to it.

The following story is based on different techniques employed by check crooks. It illustrates the importance of protecting everything on the face of the check.

A young man hired for the mailing department of "Frank & Alder," a department store, habitually spent his evenings in a taproom playing pinball machines and engaging in small talk. One evening, he met a man who showed a great interest in his job. Questioned in detail about the actual work he did, he explained that he opened the mail and separated the letters for the various de-

partments, placing all checks in one basket for delivery to the cashier.

"Tell you what I will do," his new friend whispered, "I'll give you $5 for every check you can get into my hands which is not protected." The next night the young man was looking for his friend at the taproom. "Got three with me," he muttered, and passed them over to his new friend. "Never break my word," replied the friend, "Here's $15 and I'll give you $5 for every additional check you can get for me. Keep up the good work."

This dishonest young mail clerk successfully diverted into the hands of the check crook, 45 checks during the following two weeks. In addition to his normal weekly salary, he therefore picked up $225 for his cooperation with the crook.

What was our check crook doing? He was following his usual program. First he went to a printer and had some business cards made identifying himself as Frank H. Alderman, General Merchandise Distributor. Even the address was fake. Next, he went to a rubber stamp manufacturer and had a stamp prepared reading:

FOR DEPOSIT ONLY
FOR THE ACCOUNT OF
Frank H. Alderman

Then, he presented his card to an officer of a large commercial bank in the city and expressed the desire to open a checking account. He made a cash deposit to actually open the account and explained that he would be depositing and withdrawing checks almost immediately.

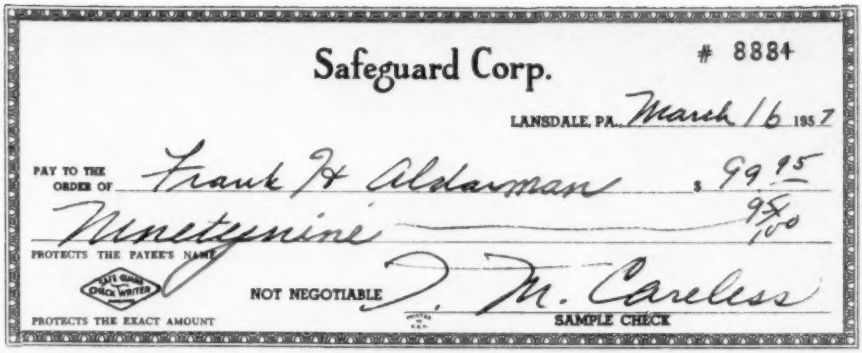
As checks were received from the young mail clerk, he made a few clever changes with deft strokes of the pen.

With a flourish he placed the FOR DEPOSIT ONLY stamp on the back of each check, clipped the altered checks to a deposit slip, and the deposit was ready for the bank. Just before the end of the month, these activities suddenly ceased. The young mail clerk was advised to "get lost." The check crook withdrew all but a few dollars from the account by drawing and cashing several checks, whereupon he left town.

Shortly after the first of the following month, a number of people suddenly discovered among their cancelled checks that they had paid a "Frank H. Alderman" a considerable amount of money and that they still owed a smaller amount to the department store which in the meantime had sent them notices that their accounts were past due.

Who was responsible? Not the bank. There was no reason for them to suspect that clever alterations had taken place. They could not be accused of being negligent. Not the department store. They had no record of having received these checks. Then who is responsible in a case like this? Only the maker of the check. It is up to him to use all diligence in protecting his checks against fraud.

Was it important for the check crook to change the date and number of the check? Yes, extremely important. Suppose for some reason the maker of one of those checks suddenly decided to request that his bank *stop payment* on a check. The bank would want to know the number of the check, the date of it, the payee's name and the amount. If the check crook did not change the date and the number of the check, he would


Safeguard Corp. # 8884

LANSDALE, PA. March 16 1957

PAY TO THE ORDER OF Frank H Alderman $ 99 95/100

Ninety-nine 95/100

PROTECTS THE PAYEE'S NAME

SAFE GUARD CHECK WRITER

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J. M. Careless

PROTECTS THE EXACT AMOUNT

SAMPLE CHECK

Even if you were somehow to suspect this check had gotten into the hands of a check crook, what could you do about it? How could you stop payment when you couldn't tell your bank the check's correct number and the payee's name?

in all likelihood be quickly apprehended because the discrepancies in the check would become quickly apparent to the bank. But with the date and number also altered, the check would in no way be the same as originally drawn and would pass with its fraudulent alterations undetected.

Would the bank be responsible for not having stopped payment on this check? No, unless it could be determined that it had been negligent in not noting apparent alterations. Basically the bank is only responsible in case a forgery of signature has been established.

In almost every office several employees ordinarily have access to the checkbook, or may gain access to it. Though "average honesty" undoubtedly runs high, there are many who succumb to temptation. Even the trusted, well liked fellow-worker or employee, through some unusual stress, may yield to what looks like an easy opportunity of securing some badly needed money. There is always the chance that employees may be used as dupes by someone in whom they have confidence, as the means of getting hold of checks for relatively small amounts. The seasoned check manipulator is usually a man of pleasing personality who knows how to use what seems like convincing arguments.

The professional thief does not hesitate to go into the printing business. With a small hand press, he is able to duplicate checks of well known business firms, according to his fancy. Perhaps sample checks may be secured from some local lithographing or printing concern on the simple explanation that the would-be customer is thinking of having the concern design a check for his own business.

The professional is also equipped with acids for removing all kinds of ink. He has typewriting machines, pen brushes, colors, smoothing tools, check protectors of different kinds; and he is often unbelievably skillful in his manipulations. He put brains into his work—brains that would yield him a good return if devoted to legitimate channels.

Against this constant danger, the

businessman must match his wits, by safeguarding his checkbook in every way possible, by cancelling lost checks promptly, by getting cancelled checks back from his bank promptly, and by verifying these. Most important, he must make it very difficult for the check manipulator to do anything with a check. When he makes it exceedingly difficult or impossible for amounts to be raised, or for payee's names to be changed, he is safe. The check manipulator will devote his efforts to other people's checks.

Safety paper has been widely adopted as a means of protecting checks. Safety paper does afford a measure of protection, although it is far from being a complete solution to the problem. There is every reason why a careful bank depositor should use it just as he would any other method that aids in giving his deposit protection.

Expert forgers know how to wash out the tint, device and watermark, erase and raise the amount line, alter the payee's name, restore the tint, device and watermark, and either cash the check or deposit it.

Many a man labors under the delusion that his signature is difficult to duplicate. Quite the contrary. Forgery of signature is extremely simple. One method is to merely place a blank check over any piece of paper on which a signature is written, place both against a window exposed to sunshine and the signature will be clearly seen through the blank check. Anyone can trace such a signature. If the first results are not satisfactory, all that is needed is another blank check. Other methods are known as "muscle forgery" and "freehand forgery." But we are not creating a handbook for check crooks. The first method described is sufficient to prove the ease of forgery.

From the foregoing it should be abundantly clear that checks, as convenient as they are, are particularly dangerous instruments in the hands of the check crook. It's such a simple thing for him to alter them to his own means.

Some businessmen will say that they do business only with responsible people. They will say they deal with the telephone company, the water company, their bank, department stores, reputable suppliers, all with whom they have done business for years. "None of them are going to cheat me, and I would never give my check to someone I didn't know."

Of course you wouldn't give your check to someone you didn't know. But do you know all the employees of the bank or of your suppliers? Is every person employed by the firms to whom you send checks honest? I don't think anyone would make that statement, because it is well established that honesty is impossible to guarantee. Even though the firm to whom the check is sent is reliable, no one can be sure that all employees are unfailingly honest.

If one dishonest employee gets hold of your check, puts it to fraudulent use, and causes you a substantial loss, you will realize too late that you could have had protection against such a risk. The only sure way to do business with responsible people using an *unprotected* check is to personally convey the check to the person or firm for whom it is intended, and to personally see the check being deposited in the bank. If

"If by any act of negligence on the part of the drawer, as by so carelessly writing the check as to render it easily open to material alteration without leaving evident traces for detection, the customer has furnished the opportunity for the fraud which has deceived the bank, he must suffer the just consequence of his carelessness by bearing the loss himself."

Morse on Banks and Banking, 480, and Young vs. Grote, 4 Bing 253.

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you are going to do that, you might as well pay cash.

A business concern that has hundreds or thousands of its checks going out from month to month has an excellent chance to advertise its business. Therefore, checks should be designed so they make the most pleasing impression; and they should be drawn in such a way as to indicate the businesslike character of the firm behind the check. The check going out with name of payee well protected, in addition to having the amount of the check protected, advertises the caution and good judgment of the firm.

There is prestige value to having your individual nameplate in your checkwriter. All manufacturers will provide this, some without extra charge. This not only gives dignity to the check but also acts as a counter-identification of the signature. The name of the firm or individual, which appears on the nameplate imprint of the protected amount, establishes the fact that the check was protected on the maker's checkwriter.

The purchaser of a new checkwriter is entitled to a $10,000 check alteration and forgery bond which supplements the mechanical protection afforded by the check protecting machine. The bond and the machine together protect the purchaser from having: (1) the number of a check changed; (2) the date of the check altered; (3) the payee's name altered; (4) the amount altered; (5) forgery of the signature. In other words, everything on the face of the check is protected. Everything on the face of a check is the responsibility of the owner of the checking account, even to the responsibility of proving that a forgery has been committed. While the bank is responsible if the signature on a check is forged, the burden of proof that it is a forgery is not upon the bank, but upon the owner of the checking account.

"I needn't worry because I carry a very small balance in my checking account." This is the statement of a very naive man. More than likely he has assets such as life insurance, a car, home, savings account, government bonds and perhaps shares of stock. What would happen if his checking account was substantially overdrawn? Would the bank forget about it? Indeed, no. This man would be immediately requested to appear at the bank and reimburse the bank for the amount that his account was overdrawn, even if it required converting the above assets into cash. If a check fraud, which caused the overdrawal, was difficult for him to prove, our naive friend might lose all his assets, not just the "very small balance" in his checking account.

Use the Principle of Casting Out Nines to Avoid Double Tabulator Runs

JOHN F. BENSON, Management Consultant, Watervliet, N. Y.

MANY TABULATIONS are produced on punched card equipment, particularly statistical compilations, where the data imprinted and totalled in any single register bears no relationship to the data accumulated in any other register. Even in those instances in which crossfooting is possible to check on the accurate performance of a tabulator, the possibility of faulty machine operation and reciprocal errors always exists. In the absence of predetermined controls against which the tabulated totals could be checked, there is no assurance of the complete accuracy of the tabulating run.

Because of the lack of pre-determined controls in many tabulating machine in-

INCORRECT TABULATION

CARDS	BANANAS	BALLS	HATS	SUGAR	ERASERS	–MEMO– "NONSENSE" NUMBER TOTAL	CAST-OUT NUMBER*
1	16	23	19	86	53	197	80
2	97	12	54	63	11	237	30
3	105	88	62	99	15	369	..
4	202	19	864	12	96	1,193	50
5	55	67	89	47	63	321	60
6	12	92	61	59	93	317	20
7	16	130	33	165	212	556	70
	503	429	1,182	531	543	3,188	310
						÷90 Balance is 38	÷90 Balance is 40

TABULATION IS INCORRECT

* Punched in detail cards on pass through calculator

stallations, it has been found necessary to run all the detail cards on one tabulator, cutting summary cards; then repeat the run on a second tabulator and balance the two decks of summary cards.

In many installations, large volumes of cards must pass through a calculator prior to preparation of the tabulations. If there are a sufficient number of programs on the calculator, in addition to the programs required for the regular calculation, the additional programs can be utilized to establish pre-determined control "nonsense" numbers which will furnish information as to the accuracy of the tabulations, thereby precluding the second run of the detail cards.

At the time the detail cards are processed through the calculator, additional programs can instruct the machine to crossfoot the figures in each column (even though they have no relationship to each other) and arrive at a total. The programs will then instruct the calculator to divide the total by 90 and any excess (nonsense number) over the last multiple of 90 will be punched in the applicable cards. The totals on the tabulation can then be crossfooted for the same columns which were crossfooted on the cards by the calculator, producing a nonsense number total. This total, when divided by 90, should result in the same carry-over from the last multiple of 90 as will the carry-over resulting from dividing the total of the nonsense numbers (which had been punched in the detail cards) by 90. This proves, with complete assurance, that the tabulations are correct.

CORRECT TABULATION

CARDS	BANANAS	BALLS	HATS	SUGAR	ERASERS	TOTAL	–MEMO– "NONSENSE" NUMBER CAST-OUT NUMBER*
1	16	23	19	86	53	197	80
2	97	12	54	63	11	237	30
3	105	88	62	99	15	369	..
4	202	19	864	12	96	1,193	50
5	55	67	89	47	63	321	60
6	12	92	61	59	93	317	20
7	16	130	33	165	212	556	70
	503	431	1,182	531	543	3,190	310
						÷90	÷90
						Balance Is 40	Balance Is 40

TABULATION IS CORRECT

* Punched in detail cards on pass through calculator

39th NOMA In Chicago,

OVER 1500 office executives are expected to take part in the three-day series of technical conferences at Chicago's Conrad Hilton, May 26-28, as part of the 39th International Conference of the National Office Management Assn. Three floors of the hotel including the exposition hall will be used to display office equipment, furniture, supplies and services in some 127 exhibits. Admission to NOMA's National Office Machinery & Equipment Exposition, from noon until 10 p. m., May 26-28, is without charge to interested business executives. Association spokesmen expect over 40,000 to attend.

Keynote speaker, Wade Fetzer Jr., president of the Chicago insurance firm of W. A. Alexander & Co., will set the theme for technical sessions with his address, "Philosophy of Management," Monday morning, May 26. At the afternoon session, Jeff Coats, Akron, Pa., management consultant on personnel development, will speak on the importance to business and industry of self improvement programs in solving human relations and communication prob-

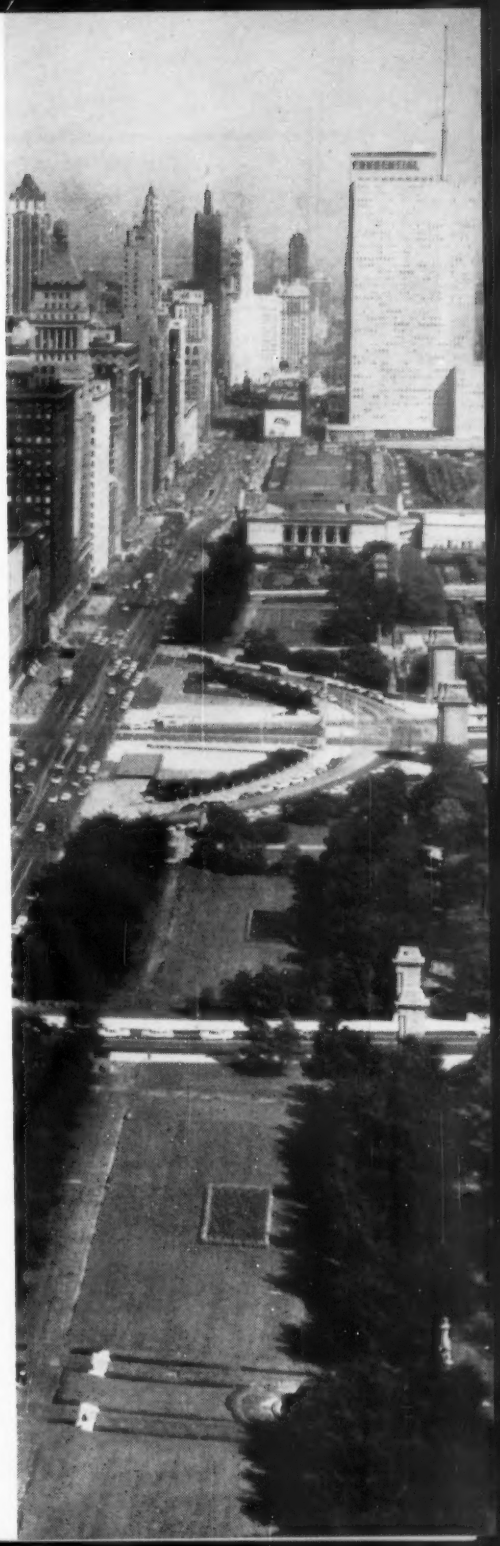
Conference

May 26-28

lems. At a following session, Dr. Cylvia Sorkin, St. Louis management consultant, will reveal in anecdotal style some practical approaches to reducing office tensions, and will explore the normal personality, office nerves, criticisms and worries, and related factors.

How to reduce costs with effective employee communications will be explained by Dr. Arthur Secord, director of community service and professor of speech at Brooklyn College, on Tuesday May 27. Concurrently, Allen H. Mogensen, Lake Placid, N. Y., one of the leading personnel efficiency authorities, will conduct a session on work simplification. T. A. Duckworth, secretary, Employers Mutual Insurance Co., Wausau, Wis., will speak on office problems with emphasis on the planned development of workers, employer's relationship, etc. At the same time an audience participation experiment in effective creative thinking will be conducted by Dr. B. B. Goldner, professor of industry at LaSalle College, Philadelphia.

Dr. Norman Vincent Peale, inter-



EXHIBITORS AT NOMA CONFERENCE

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Addo-X Sales Corp.
Addressograph-Multigraph Corp.
Airkem, Inc.
All-Steel Equipment Co.
American Automatic Typewriter Co.
American Photocopy Equipment Co.
Arndt Associates
Art Metal Construction Co.
Automatic Electric Sales Corp.
Bankers Box Co.
Bevco-Precision Mfg. Co.
Bircher Co.
E. W. Boehm Co.
Bohn Duplicator Corp.
Boom Electric Corp.
Browne-Morse Co.
Charles Bruning Co., Inc.
B. H. Bunn Co.
Burroughs Corp.
Carson Pirie Scott & Co.
Central Typewriter Exchange, Inc.
Chart-Pak, Inc.
Chicago Dictating Machine Co.
Cincinnati Time Recorder Co.
Clary Corp.
Collamatic Corp.
Comptometer Corp.
Copease Corp.
S. K. Culver Co.
Cummins-Chicago Corp.
Davidson Corp.
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Denominator Co.
Desks Inc.
A. B. Dick Co.
Dictaphone Corp.
Diebold, Inc.
Ditto, Inc.
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Eastman Kodak Stores Co.
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Encyclopaedia Britannica
Esterbrook Pen Co.
Evans Specialty Co.
Van W. Evans & Co.
Fototype, Inc.
Friden, Inc.
General Binding Corp.
General Fireproofing Co.
Gestetner Duplicator Corp.
Globe-Wernicke Co.
Gray Audograph Co.
Griswold & Co.
Haloid Xerox, Inc.
Hamilton Mfg. Corp.
Heller Roberts Mfg. Corp.
Heyer Corp.
Hunter Photo Copyist, Inc.
Lee, F. Kollie Associates
Lang Equipment Sales Co.
Magna-Dex Sales of Chicago
Maher Records Binding Co.
Manpower, Inc.
Marchant Calculators, Inc.
Marshall Field & Co.
Master Addresser Co.
May & Speh Tabulating Service
McGraw-Edison Co.
Minnesota Mining & Mfg. Co.
Monroe Calculating Machine Co.
Mosler Safe Co.
Mullen Co.
National Blank Book Co.
National Cash Register Co.
NuArc Co.
Office Equipment Co. of Chicago
Office Management Assn. of Chicago
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Ozalid Div., General Aniline & Film Corp.
Paillard, Inc.
Peirce Dictation Systems, Inc.
Photostat Corp.
Pitney-Bowes, Inc.
Plan Hold Corp.
Planned Offices Corp.
Preferred Business Services Corp.
Ramsey Co.
Record Controls, Inc.
Record Files, Inc.
Recordak Corp.
Elaine Revell Co.
Rite-Line Corp.
Robertson Photo-Mechanix, Inc.
Royal McBee Corp.
Rudd-Melikian, Inc.
Shaw-Walker Co.
Simplex Time Recorder Co.
Smith-Corona, Inc.
Snapout Forms Co.
Soundscriber Corp.
Stenographic Machines, Inc.
Sturgis Posture Chair Co.
Stivers Office Service
Tab Products Co.
Tallman, Robbins & Co.
Thermo-Fax Sales Corp.
Thomas Collators, Inc.
Times Facsimile Corp.
Todd Co. Div., Burroughs Corp.
Transo Envelope Co.
Triner Scale & Mfg. Co.
Vari-Typer Corp.
Visirecord, Inc.
Victor Adding Machine Co.
Watson Mfg. Co.
Weber Marking Systems
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nationally known spiritual leader, author and speaker, will provide an inspirational tone for the annual banquet, Tuesday evening, with an address on the techniques of effective living.

An hour-and-a-half panel discussion, beginning at 9:30 a. m. Wednesday May 28, will explore the subject of the white-collar worker's place in today's economy, covering office unionization,

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For More Information Circle No. 320

NOMA Conference Program

SUNDAY, MAY 25

2 p.m. Chapter Officers' Council.
6:30 p.m. Chapter Presidents' Dinner and Entertainment.

MONDAY, MAY 26

10 a.m. KEYNOTE ADDRESS: Wade Fetzer Jr., President, W. A. Alexander & Co., Chicago.
11 a.m. Annual Business Meeting. PROGRESS REPORT: F. G. MacIlroy, Western Employers' Services, San Francisco, NOMA President.
2 p.m. SELF IMPROVEMENT: Jeff Coats.
3 p.m. ARE YOU NORMAL?: Dr. Cylvia Sorkin, St. Louis.

TUESDAY, MAY 27

9 a.m. REDUCING COSTS WITH EFFECTIVE EMPLOYEE COMMUNICATIONS: Dr. A. Secord, Brooklyn College, New York.
9 a.m. WORK SIMPLIFICATION: Allan H. Mogensen, New York.
10 a.m. EFFECTIVE CREATIVE THINKING: Dr. B. B. Goldner, LaSalle College, Philadelphia.
10 a.m. OFFICE PROBLEMS: T. A. Duckworth.
6:30 p.m. Annual Banquet. TECHNIQUES OF EFFECTIVE LIVING: Dr. Norman Vincent Peale, Marble Collegiate Church, New York.

WEDNESDAY, MAY 28

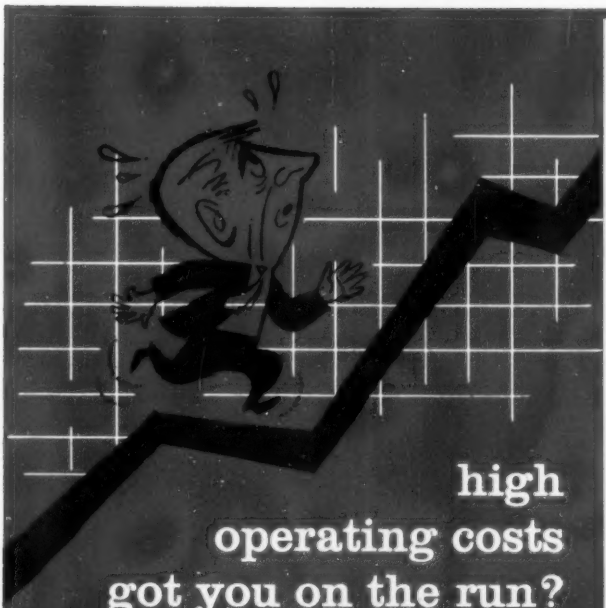
9:30 a.m. THE WHITE-COLLAR WORKER IN TODAY'S ECONOMY. Panel Discussion.
1 p.m. Annual Luncheon. Presentation of Prizes.

salaries and fringe benefits, among others. A surprise panel of management experts is being selected to provide a spirited and authoritative discussion.

On Sunday preceeding the technical sessions, Frank D. Hurt will hold a 2 p. m. meeting with chapter officers and members to discuss chapter activities. A tea for NOMA wives and guests is scheduled for 3 p. m. that afternoon. Sunday evening, beginning at 6:30, is the chapter presidents' dinner at which outstanding radio and TV personalities will furnish entertainment.

Concluding the conference, Fred A. Schultz, NOMA vice president, will preside at the annual luncheon where prizes will be presented to winners who have attended the full conference.

Persons wishing to attend the conference should write National Office Management Assn., 1931 Old York Road, Willow Grove, Pa., for registration forms.



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For More Information Circle No. 231

Make That Next National Conference Pay Dividends

GEORGE C. BODDIGER

CONTRARY TO ADVICE of old hands at the game, the association convention is not an oasis of unrestrained hilarity surrounded by a desert of dull speeches. It's a golden opportunity for you, and your company, if you'll work at it a little. To attend a national conference or convention, thousands of company people spend millions of dollars, and occasionally someone will ask, "What do we get for our money?"

The truth may be that you're getting very little, but it doesn't *have* to be that way. Conventions can be made to pay dividends for the individual and the company. Wise companies are making them pay off.

Convention goers are divided into two groups—newcomers and old-timers. Some wag has said, ". . . and never the twain shall meet." Unfortunately, he can be right, but in your case he doesn't have to be. Whether you're a newcomer or an old-timer there are some practices which will enrich your personality, enhance your knowledge, and exhilarate your boss—if you'll just follow them.

Let's talk about the newcomer, first. Everyone is a newcomer at some meeting or other. As you go along in your business life, the association meetings you attend change with your changing status. So everyone's a newcomer somewhere—and afterwhile, an old-timer somewhere.

Basically, don't be upset at this sea of humanity that surges around you upon registration. Will Roger's famous saying, "A stranger is a friend I haven't met yet," is true at these affairs. The people at this meeting have something in common with you or they wouldn't be there. You have similar interests and therefore you really aren't strangers at all. You just need to talk together.

First of all, look over the program and memorize the names of the speakers and the officers of the program. These are the key people at this meeting and you should know them to get the most out of the sessions. They may be the key people of the association, too, so it's doubly important to know who they are.

Then start out to look for these key people. This gives you something positive to do and keeps you from standing in a corner alone, wondering why you came. Keep looking for these people during the entire period of the convention. You'll probably have trouble finding some of them as they'll be busy, but keep at it.

When you find the key people, you've got a ready made topic of conversation by asking a pertinent question on their presentation. It doesn't matter whether they've spoken or not. Just phrase the question according to the situation, perhaps like this: Before the talk, "Mr. Jones, do you plan to discuss the relationship of turnover to working condi-

A. Devaney, Inc., N. Y.

When your company allows you to attend a national conference, you are offered a wonderful opportunity. Be sure to take full advantage of it for your future business success.

tions in your presentation this afternoon? This is a subject in which I am most interested and I would like to hear your views on it." After the talk, "Mr. Jones, in your talk you mentioned that you felt that turnover had no relationship to working conditions. Would you elaborate on that point, as it is one that particularly interests me?"

Take brief notes during your discussion with these key people, for several reasons. Most people find such attention sincerely flattering and will give you more thought and time if they see that you are actually interested in the topic of discussion. Likewise, your notes come in handy for the report you'll make later to your boss. As program speakers are usually well versed in the topics they discuss, there is a good chance that the highlights of a discussion with them will be of value to your general education and you won't want to forget them.

Notes are helpful in locating the area of specialization of a speaker, too. For example, a talk may be titled "Personnel Administration in the Small Company" but the speaker may be a true expert in selection, or job evaluation, or some other part of such a broad subject. Identification of specific areas of interest can be of value later when you need to consult someone with knowledge of a specific field.

While it's good to know the key people, don't forget the others, too. There will be more of them than there are speakers.

Make every effort to meet as many people as you can. Try to fix their faces in your mind and read their badges carefully and without embar-

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For More Information Circle No. 243

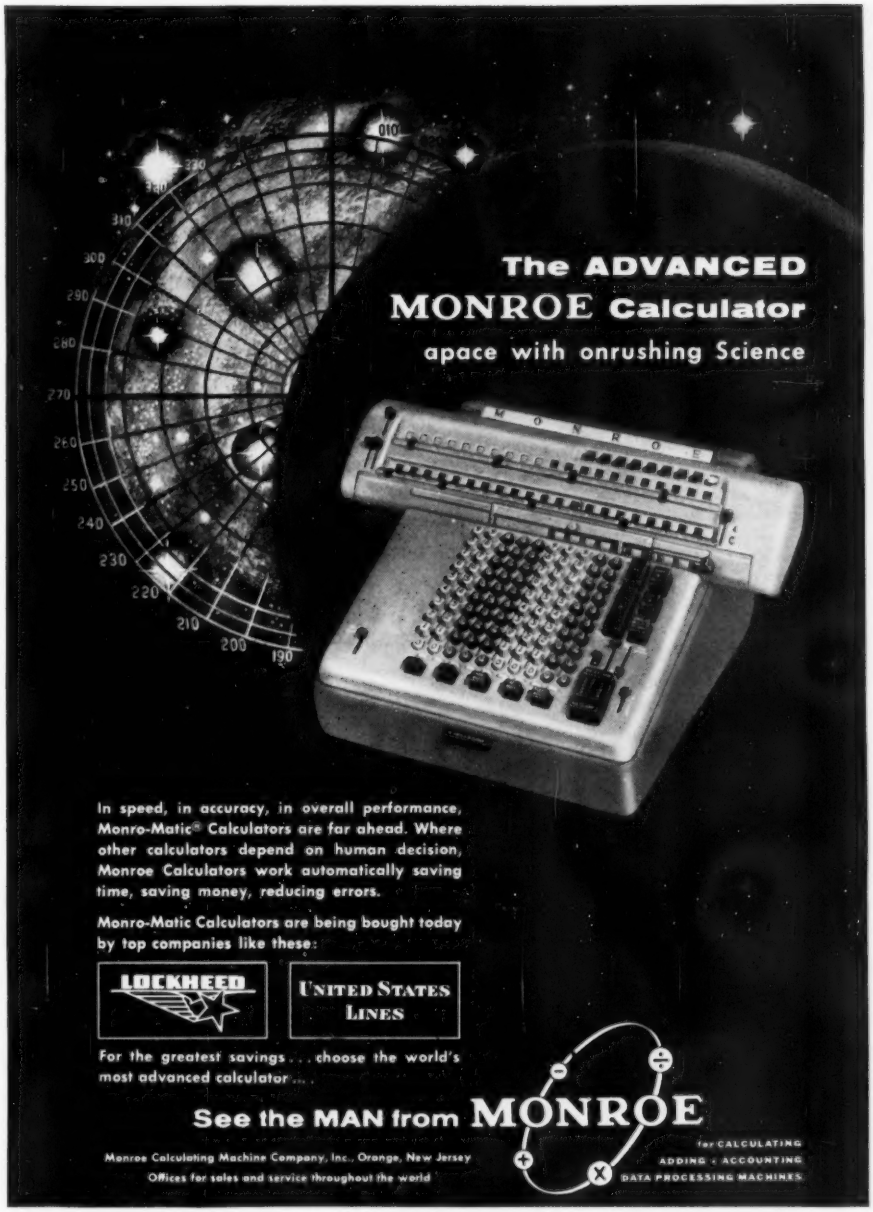
rassment. One of the most appreciated courtesies is to know a man's name accurately, pronounce it properly, and spell it correctly. At the end of each day, check through the attendance list and mark the new people you've met. Recall the face again as you renew your memory of the name. If the list does not include first names, try to recall them and enter them on your list for use in case you want to write to the person later. He'll appreciate your courtesy—and your memory. It also means that next year you'll save yourself embarrassment when you meet him at the meeting, and he'll be pleased at your thoughtfulness.

Exhibitors should not be overlooked. Your company undoubtedly buys some of their products, if not many of them. Introduce yourself to them and tell them about your company's use of their products, why you don't think your company *could* use their products, why you discontinued using their products, what's new about their products, or a host of similar questions. Exhibitors are at a convention largely to learn from the attendants about their experience with the exhibitors' products. Talk about that and you'll make real progress. Then ask them to help you with any problems you may have, or to meet the people you'd like to meet. Frequently, exhibitors have attended certain meetings for years and are delighted to perform an introduction service. It's a two-way street with them and they'll be happy to get on it with *you*.

If you do find a group you especially like, don't spend the rest of the meeting with them. You may come away with a half-dozen "good friends" but you'll have lost the chance to meet a half-hundred others. Plan to attend each function with a different group, or person. Luncheon, dinner, and evening entertainment should find you with a different party each time, and each day.

A word of caution about a special problem. Just as at parties, there are wallflowers at conventions. Non-mixers who stand alone most of the time. You can waste valuable time if you're tied up with one of these. On the other hand, not everyone standing alone is a wallflower. He may just not know anyone and be too shy to become acquainted. Best rule, therefore, is to notice the stand-aloner and get acquainted with him. If you like him—and he likes you—then it makes no difference whether he's shy. You'll have a good time, and probably tend to attract others when you do. But in any event, don't spend all your time as half of a twosome.

Newcomers, especially, should always attend the program sessions. In most companies, convention attendance is provided for the purposes of making contacts and learning about new developments or techniques in a field or business. Contrary to what you may hear from the old pros at the office, you *learn* at the program sessions. Some talks may be dull, but usually the speaker has made an effort to transmit information and there is something worth while in what he has to say, even if it is buried. Make a game of searching for a way to use the gist of each talk and you'll find them sources of self-development, or company help.



For More Information Circle No. 304

A. Devaney, Inc., N. Y.

Don't be shy. Don't wait to be introduced. Do the introducing yourself.

You're lucky to go to a convention. Don't be silly enought to lose the big advantage, just because someone has said, "No one goes to the meetings."

Use the same technique when you attend sessions as proposed above for meals and the evening. Don't sit by yourself. Select a chair next to a group of people and introduce yourself—presto, more friends.

Now let's talk about the old-timer at conventions. He has gone for years. He knows everyone (he thinks). He looks and sounds just a bit—or a good bit—bored. He may be the wrong companion for you. The fellow who came for the poker games or the liquor *only,* should be handled cordially but left alone. Have a good time during the periods set aside for entertainment but don't make that the purpose of your attendance.

Incidentally, you become an old-timer at meetings after you've attended once. The next year you have friends from last year, and they'll greet you as friends. They'll have newcomers with them and you'll be introduced. After one meeting, if you've handled it right, you're away from the newcomer stage yourself. This is wonderful and you Should make the most of it. Each year this circle of friends will become wider, and closer to you. They will truly become friends and you'll look forward eagerly to the yearly get-together. These are some of the values of repeat attendance at the same conventions and, I suspect, the ones which most people remember the longest.

But don't forget the newcomers. It's been estimated that as high as 40% of the attendance at an association convention is there for the first time. Remember that you were a newcomer yourself. Help them along.

Seek out the new people. They will come from all positions and ages, but they'll have the same troubles that you had as a newcomer. Remember that you thought you had to make all the advances. It matters not that the newcomers may hold higher positions in their company than you do in yours. Under convention conditions, they'll appreciate the chance to get acquainted. Your presence at the session is at least an implied leveler as you're both there for the same reasons.

Office people are frequently shy, regardless of the positions they hold. At gatherings they tend to wait to be introduced, rather than doing the introducing themselves. You'll help them a lot if you'll take the lead. You'll help

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For More Information Circle No. 255

yourself, too, because your need for contacts continues. With such a high percentage of newcomers each time, your circle of contacts can quickly diminish if you don't add to it yearly.

Another advantage you'll get in becoming acquainted with the newcomers is a reputation as one of the people to see—because you see and know people. Every convention group has a few people who seem to know everyone and be known by them. Such people are respected by the group. They usually are those who make a definite and continuing effort to meet as many people as possible.

Above all, don't become smug because you're an old-timer. Remember that *all* of us need help sometime—there just isn't any such thing as a "self-made man." You've even received help yourself, so help the newcomers. They'll appreciate it. You'll feel good about it. You may be the man who helps a man to make good.

There are actions which the association can take to assist newcomers, too. If your organization doesn't make an effort to do it, perhaps you can suggest to the staff or officers some ideas they can adopt to help out. For example, identify the "first-year men" with a special colored badge. It's easy to find out whether they've attended before and the special badge can be explained as a help to get them acquainted quicker. The newcomers, in general, will be grateful for the attention. If they aren't, give them an old-timer's color—they'll be the only loser.

Luncheon and dinner tables can be set so that place indicators will put newcomers with old-timers in the portion or attendance at the meeting. These indicators can be the same colors as the badges so everyone will get the idea quickly.

Use a special bulletin board to list subjects of interest and have an old-timer "contact" at the side so that any newcomer may call his room if he's interested in the subject. Additional names may be put on the list during the meeting, if others are interested in the topic. Newcomers will have a feeling that they can contact such people without hesitation, and those experts can help them locate an answer to their problem.

Promote the spirit of contacting newcomers through the association bulletin, by announcements at the general sessions, by introductions in seminar and workshop sessions, and any other means that may be successful in your particular convention.

Your company can help in this process, too. Require reports of all who who attend meetings. These reports should include specific information on contacts made by name, company, and special interests or possible future contacts. If there is a possibility that someone else in your company may be interested in one or more of the people you met, let him know. There might be circumstances where assistance on a project could be had, some business sought, some product bought, or any other related subject. If the conference attendant is encouraged to keep a diary during the meeting, preparation of a report of this sort will not be burdensome, and it alone may repay the cost of the trip.

There is some difference of opinion

For More Information Circle No. 195 →

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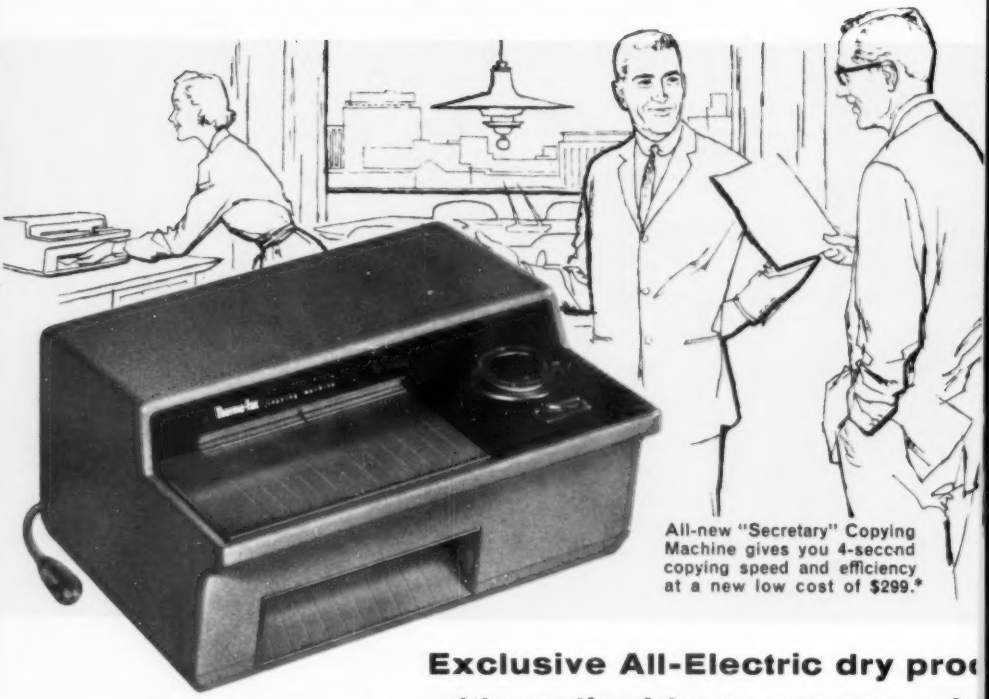

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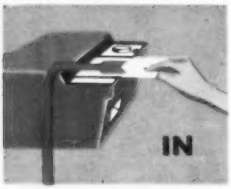

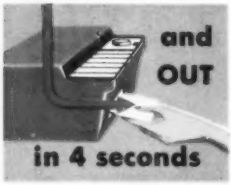

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among companies as to whether the same people should be sent regularly to the same conventions. It seems wisest to steer a middle course. Depending on the numbers sent, there should be at least one old-timer who knows many people at the meeting. He can provide the continuity of attendance which is so valuable in maintaining contacts. There should be some newcomers, too. Many companies use a rotation system to give a number of people over the years an opportunity to make outside contacts and get the stimulation which is possible at meetings.

Most important, association meetings are a golden opportunity for the person who attends. Enhanced knowledge of his business, increased contacts, perhaps a chance to show talents through performance on committees, programs or in officer positions, may be some of the rewards. More than one move up the ladder of progress has started from being noticed at a meeting.

If you are shy, force yourself to meet people. Be interested and *look* it. See as many people as you can—some of them will like you and you'll like some of them. Lots of them will be in the same boat with you, and they'll be just as anxious to meet you as you are to meet them. Remember, too, that they may be just as scared of you as you are of them!

Psychologists say that the main reason people don't act friendly towards others is *fear*—fear of a rebuff, fear of ridicule, fear of the others' positions, and a host of other fears. To quote a famous personage of our time, "We have nothing to fear but fear itself." Don't be a victim of fear. Make your convention attendance pay off!

There is time for relaxation at any conference or convention but the wise person won't overdo it. Use. the occasion to gain knowledge and increase contacts, to help you up the ladder of progress.

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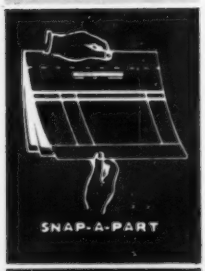

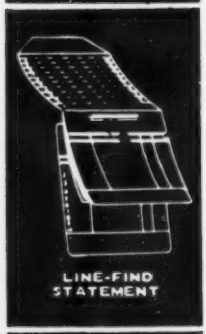

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For More Information Circle No. 321

A Machine Procedure for Issuing U. S. Savings Bonds

PERRY L. STAUFFER, Assistant Deputy Controller,
State of California, Sacramento

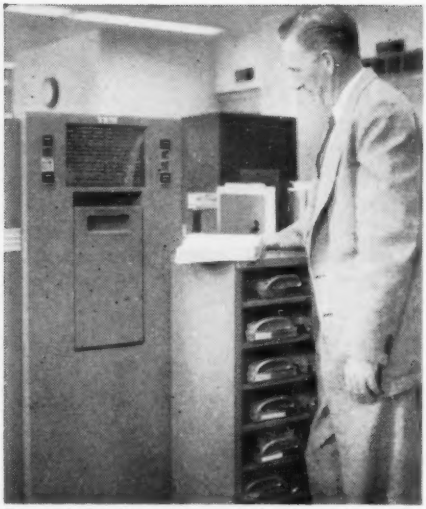
INSCRIBED United States Savings Bonds are being issued virtually as a by-product operation at the office of Robert C. Kirkwood, California State Controller, in Sacramento. Issued to state employees under a standard payroll deduction plan at a rate of more than 100,000 a year, bonds are imprinted and addressed directly from standard punched cards in a single run through an electric accounting machine. The result is an impressive saving in both processing time and costs.

The system ties together the entire flow of payroll deduction accounting, from the first punching of deduction cards through the high speed calculation of accumulated deduction balances and the matching of these totals against the bond purchase price, to the machine production of the finished bond. The unusual step in this process is the final one—the imprinting. Machine accounting experts were skeptical when it was first tried but, after more than two years' operation, it has proved its usefulness.

The difficulty lay in the delicate tolerances required on the bill feed which is used to run the individual bonds through the Model 402 IBM Accounting Machine. Both the machine and the Model 916 bill feed are standard equipment, but the job they were called on to do required special tailoring. To handle a sheet such as a bond, a fine adjustment of the knives, down to .002″, was required. Yet the adjustment was made so well that on a month's run of 9,000 bonds, spoilage rarely exceeds 25. Other special methods of handling the bonds had to be devised. To understand them completely, I will trace the flow of bond accounting work from beginning to end.

The division of disbursements of the controller's office assumed responsibility for bond accounting in December 1954. Previously the State Employees Retirement System had been charged with this duty. Up to that time, the only responsibility of the controller's office in

Payroll deduction decks and bond accounting cards are created from bond deduction authorization forms by key punch operators in the district disbursing offices.



Bond deduction accumulations are brought up to date and cards selected for purchase of bonds on an IBM 604 calculator.

this work had been to report and pay to the system the deductions being made from salary payments issued under the Uniform State Payroll Program.

Under the system put into effect by the controller, accounts are set up from information provided on the individual bond deduction authorization form. Several cards are punched: payroll deduction card, bond control card, and a set of address and co-owner cards including separate cards for employee name, address, co-owner's name and co-owner's address. The entire set is filed together.

The bond control card contains employee's name and owner's name, employee number, card number and case number, accumulated amount and count of deductions purchase price amount, and count of required deductions and batch number.

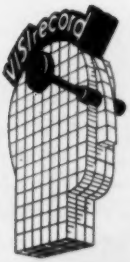
The payroll deduction card carries employee number and name, position number by agency, unit, class and serial; roll code, card code and deduction code; pay period and warrant number.

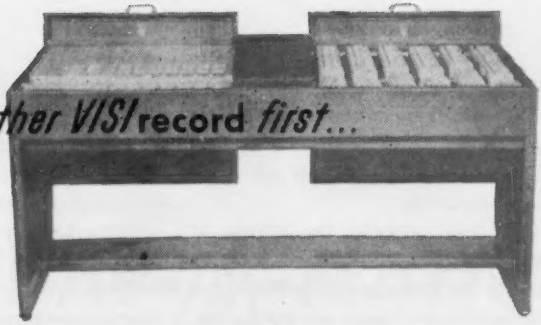
The address and co-owner cards are identical with the bond control card. On each one in the set, a certain segment of the card is punched to record either name, address, co-owner's name or co-owner's address. This gives a complete set for bondwriting purposes.

Periodic deductions are initiated in the district disbursing offices which have punched card accounting equipment. Because of this, their records can be machine-duplicated for the headquarters office. Monthly, the district offices make up reports of deductions and transmit them to the headquarters office along with the sets of payroll deduction cards.

In the headquarters office, incoming cards are merged with the bond control cards which carry a running cumulative total of deductions. The matched cards are then run through the IBM 402 accounting machine which adds the new deduction figures to the accumulated balance, and new cards are produced. After indicative information has been reproduced into the new bond control cards, they are run through the 604 electronic calculator. In this run, the new total is compared against the bond purchase price to determine whether sufficient funds have accumulated to pay for a bond.

The machine segregates the newly created bond control cards. Those that have not accumulated enough to buy a bond are returned to the bond control file. Those having accumulated deductions sufficient to pay for a bond are first used to create new bond control





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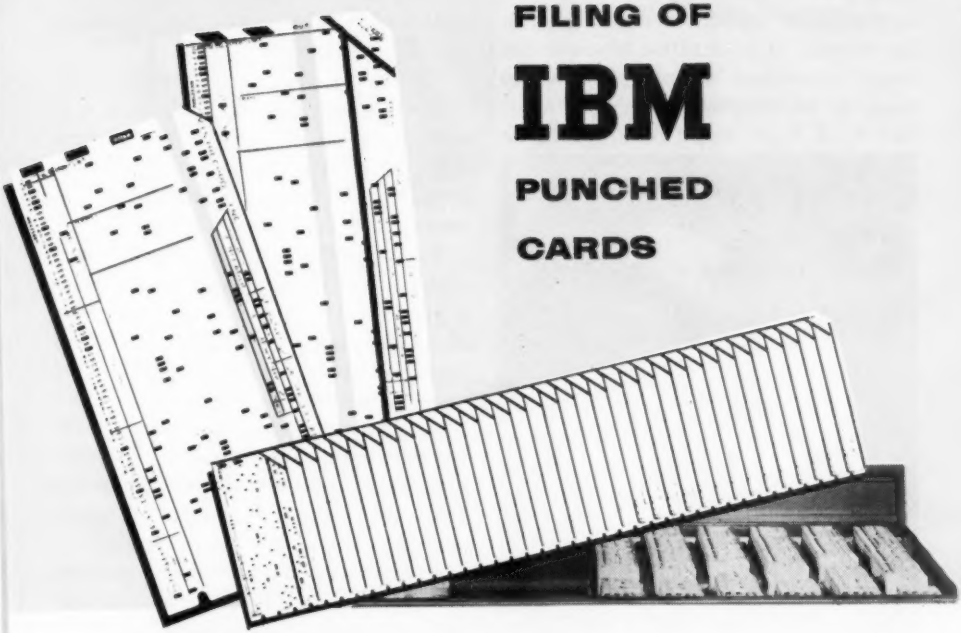

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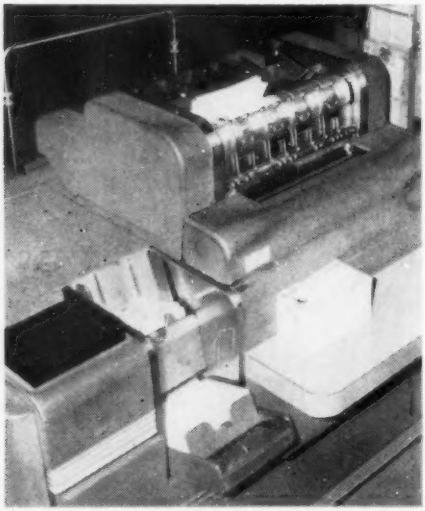
cards with zero balances to start a new cycle. They are then match-merged with the corresponding sets of name and address cards, and the bonds are now ready to be inscribed.

It was at this point that the automatic flow from one machine to another would have had to be interrupted had not the bill-feed mechanism been set up on the accounting machine. A bond register could have been produced, but from it a typist would have had to type individual names and addresses on the new bonds.

A faster method was possible, it is true. Address plates could have been used for the inscribing job. Even this improvement would have left gaps in the transfer of information where errors could have arisen. Address plates would need to be selected manually. Bonds and bond stubs would have had to be inserted manually in the machines.



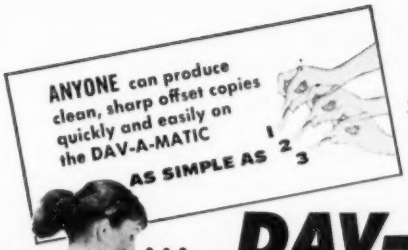
When a sufficient amount has accumulated to pay for a bond, bond control card, address and co-owner cards are run through the 402 accounting machine which inscribes the bond.

Neither typewriter nor address plates would have approached the overall accounting effectiveness of a system utilizing the 6000-lines-per-hour rate at which the accounting machine prints on the bonds. The successful adaption of the bill feed for bond insertion resulted in a tremendous saving in both time and labor costs. More than that, it tied together the two distinct processes—payroll and bond accounting—so completely that opportunities for discrepancies between the two sets of records were practically eliminated. It also provides positive accounting information on bonds issued. Bond accountability is limited to a single processing group.

The tempo of the operation is maintained through to the validation and entry of effective date of issuance, where high speed check-signing equipment is used, and stuffing and mailing is performed automatically.

To make the process complete, several changes in bondwriting procedures were required. First, it was necessary that new franked envelopes be obtained from the Federal government. The type used in accounting machines is wider than typewriter type, so envelopes with wider windows were needed. Secondly, bonds that have been handled frequently cause feed trouble because of the delicate settings required. Therefore, it was necessary to make arrangements with the Federal Reserve Bank to obtain unopened and uncounted packs of bonds.

To supply the requirements of the program, an inventory of $395,000 in blank bonds is maintained by the divi-



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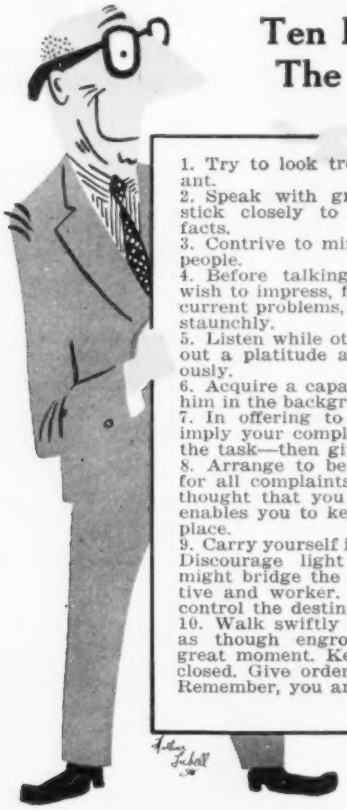
sion of disbursements. A monthly accounting of the inventory is made to the Federal Reserve Bank.

When accounting was done with bookkeeping machines and the inscribing by typewriter, the processing time lag was approximately six weeks. It had become obvious that unless something were done this lag would rapidly lengthen. Today, under the new methods, bonds are finished in half the time.

It was costing $13,000 per year to process 3200 payroll deductions and issue 2265 bonds each month. Today the budget allows us only $10,000 to issue almost 9000 bonds every month. Payroll deductions now average more than 13,000 per month, which also represents an approximate quadrupling of the work load. It has been estimated that if a load of the size now handled had existed at the time of the conversion, it would have cost more than twice the $13,000 that was then being spent. In terms of comparsion with today's actual operating budget, the old method probably would be costing nearly triple what we are spending today.



Ten Rules for The Witless

1. Try to look tremendously important.
2. Speak with great assurance, but stick closely to generally accepted facts.
3. Contrive to mingle with important people.
4. Before talking with a man you wish to impress, find his remedies for current problems, then advocate them staunchly.
5. Listen while others wrangle. Pluck out a platitude and defend it vigorously.
6. Acquire a capable stooge, but keep him in the background.
7. In offering to perform a service, imply your complete familiarity with the task—then give it to the stooge.
8. Arrange to be the clearing house for all complaints. It encourages the thought that you are in control and enables you to keep the stooge in his place.
9. Carry yourself in the grand manner. Discourage light conversation that might bridge the gap between executive and worker. Act as though you control the destiny of the firm.
10. Walk swiftly from place to place as though engrossed in affairs of great moment. Keep your office door closed. Give orders by memorandum. Remember, you are a big shot!

—*A. A. Archbold*

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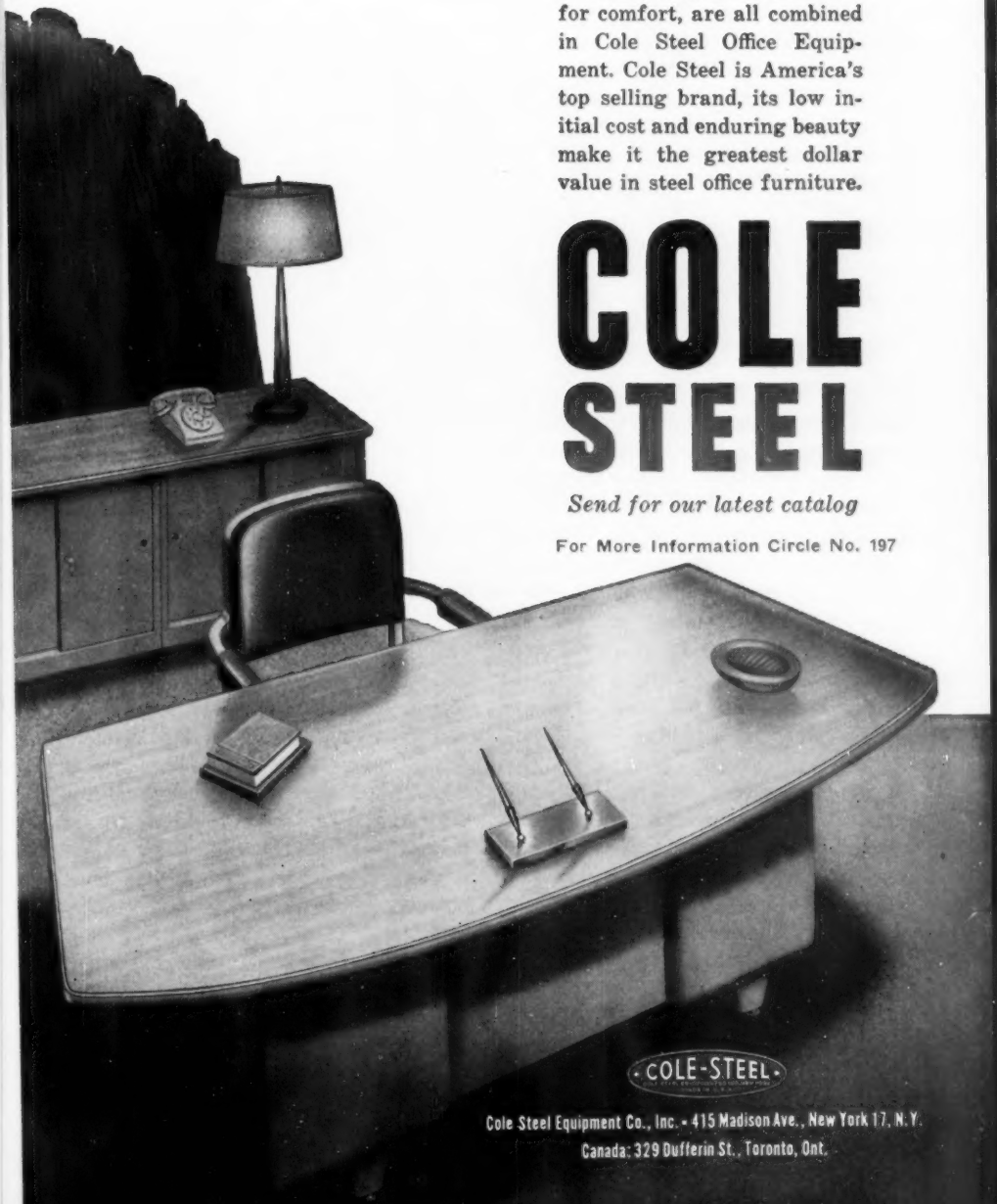

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Dealing With Office Truants

FRANK M. KLEILER

DAGWOOD BUMSTEAD's zany dashes to catch the bus for work must seem incredible to the average office manager. Why should Dagwood exert himself so much in an effort to avoid being late at the office when he oversleeps? Every supervisor knows that in real life employees do not try so hard. Some of the late sleepers simply call up, say they are ill and take the whole day off. Others quicken their pace only slightly in an effort to reduce their tardiness to 10 or 15 minutes past the official starting time, safe in the knowledge that their employer follows a "better late than never" policy.

Adults mutter about the waywardness of the younger generation, but employers would be satisfied if their salaried workers were at least half as punctual as school children. During periods of manpower shortages, managers became tolerant of irregular attendance, and bad habits are hard to break.

Tardiness and absenteeism are high on the list of unsolved personnel problems. Lost time and inefficiency resulting from hasty arrangements to handle the work of tardy and absent workers costs some firms millions of dollars a year.

The oldest solution for this ailment —firing the offending employees—is still popular. American Management Assn. reports that poor attendance is the second most common reason for discharge. (The most common reason is poor work.) The high costs of recruiting and training replacements, however, make discharge a poor solution.

There once was a theory that attendance could be improved if work schedules were arranged for employees to have more time for themselves. But

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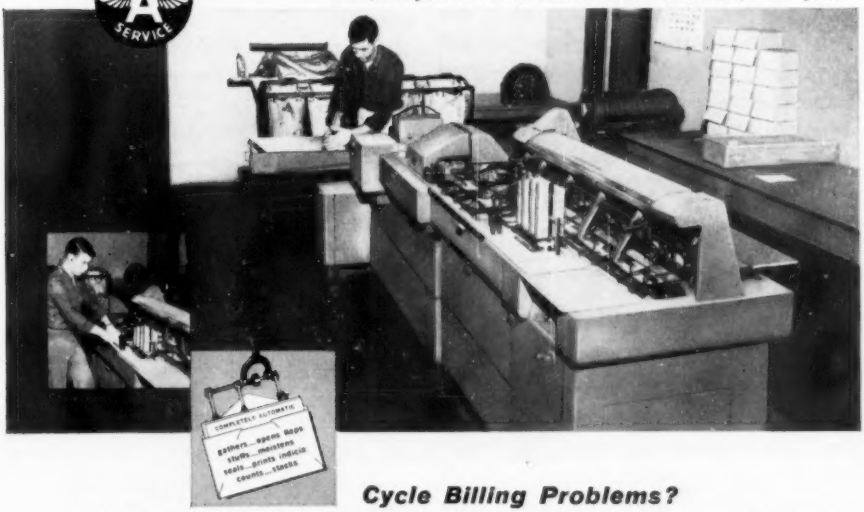
Phillipsburg Inserter installation at Tidewater Oil Co., Los Angeles



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Please send

☐ "Wider Horizons" brochure
☐ Information on New Feed Table

Name_____

Firm_____

Street_____

City_____ Zone____ State____

O-5-8

For More Information Circle No. 302

old-timers recall that the change from a 48-hour week to a 40-hour week did not make any difference to the dawdlers and stay-at-homes.

The days when Scrooge reluctantly gave his clerk, Bob Cratchitt, a holiday with pay on December 25, with the proviso that Bob would show up for work early on December 26, are gone forever. Nowadays most salaried clerks in American business get seven holidays with pay and three weeks' paid vacation per year. The trend toward more holidays and longer vacations continues, but there has been no significant change in the pattern of employees arriving at the office late or not showing up at all.

One technique for dealing with the problem is to adopt a formal system for rewarding employees whose attendance is good. The Iowa Life Insurance Co., for example, gives a half-day off with pay to every employee who completes 45 working days without being absent or tardy. Other companies make the length of a vacation for each employee contingent in part upon his completion of a satisfactory attendance record during the year preceding his vacation.

Surveys show that absenteeism differs widely from company to company. It also differs from department to department within a company. Some of the differences can be explained easily because geography, climate, weather, road conditions and transportation are important variables. But after all the explanations are put together there are still differences which can be attributed only to such factors as morale, education, attitude, discipline or supervision. The experts, therefore, are beginning to identify the supervisor as the man who is most effective—or ineffective—in dealing with absenteeism. A bad attendance record for a whole department may be the result of laxness in discipline, indifference or friction in the work force which causes unhappy employees to find excuses for staying away from work.

The supervisor's role in dealing with absenteeism is like that of a school teacher. Seldom nowadays is the job of investigating and dealing with absent school pupils relegated to an old-fashioned truant officer. The teacher is the focal point for dealing with truants. Similarly, large firms are beginning to make each supervisor take over the truant officer function instead of relegating that responsibility to the personnel department.

As a truant officer, the supervisor's first step is to keep the attendance records close at hand and let the employees know that attendance is important enough to worry about. Getting the idea across, of course, requires tact. An employee who finds he cannot get to work on time may stay home, playing sick rather than take a tongue-lashing from the boss who stands at the door to berate late-comers. When a worker is late only once in a while, a good-natured chiding may be enough. When it gets to be a habit, however, a diplomatic exploration of the situation is needed. Sometimes the supervisor can make helpful suggestions but, at least, the discussion can be a device for causing the employee to make a better effort.

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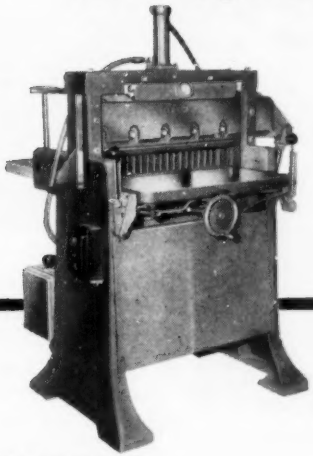

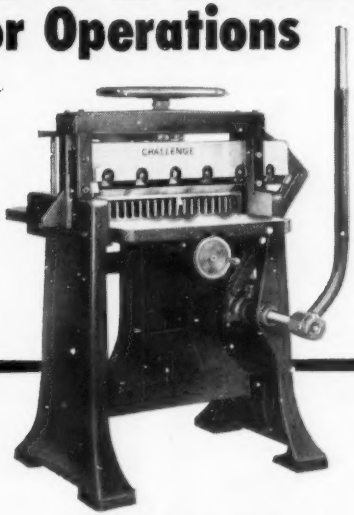

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For More Information Circle No. 308

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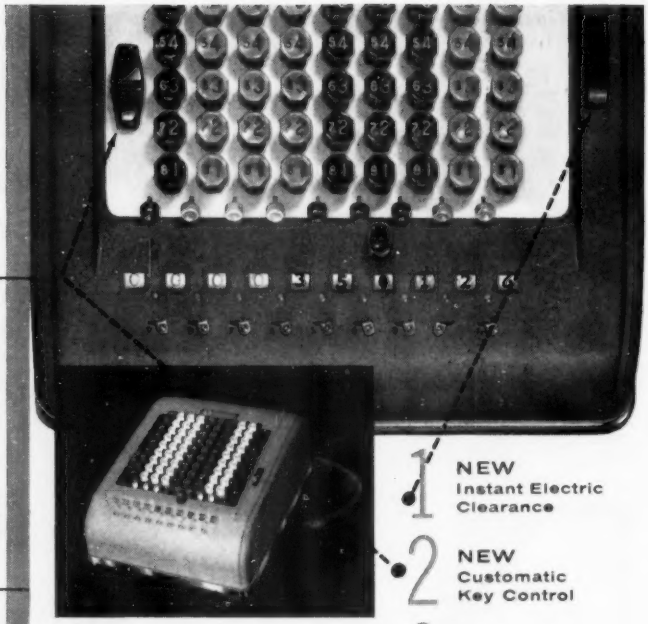
City_____ State_____



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For More Information Circle No. 222

absence, a good supervisor goes out of his way to discuss the matter. The talk is not so much for the purpose of determining whether there should be reprimand or discipline, as to ascertain the cause of the absence. The supervisor sometimes can provide individual counseling. Although he cannot serve as a pathologist, he may be able to encourage employees to seek proper medical advice or get other needed help. He can also lay the groundwork for a sound management decision as to whether a given case is hopeless or not.

It is a rare company which can deal effectively with absenteeism by adopting and enforcing simple rules that discharge shall be automatic if minimum attendance standards are not satisfied. If a company has fixed rules providing discipline for violations, however, the rules should be enforced even when enforcement hurts by depriving the firm of valuable manpower at times. Otherwise, discipline breaks down. Recognizing this difficulty, some veterans in office management prefer to function without rigid rules. They rely on supervisors to train employees in good attendance habits. In subtle ways a smart boss convinces workers that regular attendance pays. He shows that tardy workers do not get promotions and that habitual absentees cannot expect to hold key jobs no matter how skillful they may be. He must do more than talk. He must keep records to be sure that he does not make the mistake of promoting employees who have irregular attendance records.

A program for dealing with absenteeism also requires attention to physical surroundings. Noisy or damp work places, bad odors, heat, cold and drafts are factors which not only may increase absence due to illness but cause workers to invent excuses for staying away. Ventilation, lighting and good seating also are important.

Sophisticated managers are also pinning some hopes for reducing tardiness and absenteeism on such little things as a phone call or a visit by the boss to a sick employee. Like school children, workers sometimes need to be convinced that somebody cares about them and wants them back soon. Malingering and psychosomatic illness are uncommon among employees who know that the company is glad to have them around, needs them on the job, and gives them recognition for faithful service.

H. Armstrong Roberts

The worker who would rather feign illness and stay at home, than come to work late, reflects poor management policy in handling tardiness and absenteeism.

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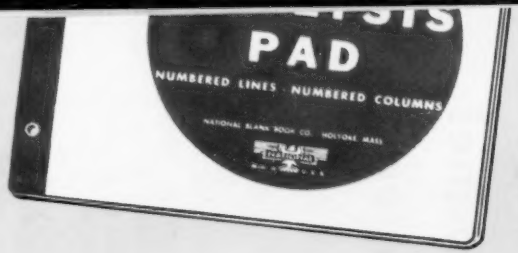

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For More Information Circle No. 306

The Individual, Not the Group, Is Key to Successful Personnel Policy in an Advertising Agency

RAY RASNER, Director of Personnel,
Grey Advertising Agency, Inc., New York

IF I HAD TO put my finger on the one salient concept of personnel philosophy at Grey, it would be this: there is no room for inflexible policies —there is only room for those policies which act as guides to stimulate greater employee individuality. Inflexibility may be the prerogative of large corporations, not of smaller organizations where successful operations, to a large degree, are dependent on the personal "family circle" stimulus between people.

Our personnel relations programs are designed to recognize a basic contradiction in the make-up of today's men and women who want to be an integral part of a group and, at the same time, desire recognition as individuals. It appears to us that personnel policies and programs in industry, for the most part, have become too heavily group-orientated; to the point where the natural desire, indeed the need for individual recognition, has almost disappeared from corporate thinking. Policies and procedures in human and personnel relations have, in too many organizations, become goals in themselves rather than tools to obtain employee cooperation, understanding and participation in the attainment of the legitimate profit goals of any business. Inflexible policies applied to highly intelligent individuals become crutches for management and are used by personnel and management executives as substitutes for decision-making.

We maintain a professional awareness of the current changes and long-range trends in the many-faceted relationship between employees and management; but we do not subscribe to the almost universal reluctance to do something different today, even though equitable and just, because we might set unbreakable precedents for the future.

Our salary administration policy recognizes job value both externally and internally but, since we do not believe that all people develop by a fixed percentage in a fixed period of time, administration of our salary policy is sufficiently flexible to reward individual development and individual contributions to the aims of our agency.

This concept, or way of thinking, has proved itself for us even in the light of the critical personnel turnover in most of industry. In the advertising business especially, the high rate of turnover can be costly in training and dollars. The

For More Information Circle No. 309→

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Ann Altheimer and Phyllis Neiderer of Grey's personnel department, discuss upcoming "Policy & Promotion" handbook for new employees.

personnel problem assumes major importance when we consider the $10 billion national ad budget/spending estimated in 1957, and the role advertising plays in our economy. The responsibility is great, and no one feels this more strongly than we do. But rather than advertising turnover being a deterrent to strong personnel viewpoints, it acts as a spur for greater employee considerations, and has enabled us to keep many top management and staff people throughout the years.

Personnel and management executives must realize more fully that there is greater need than ever to insure the long-term future of employees. This is not to say that the immediate rewards of joining a company are not important, for they are. Items such as salary, position and title, opportunity, trade and public opinion of the company, physical surroundings, and short-term benefits, are all important considerations. But they in themselves are only the start. The important consideration of our growth potential is directly linked with people—good, well satisfied people. If the strong emphasis on agency employees was not the case, a small "Grey Walled" office in 1917 could not have grown to a $50 million leader in 1958.

The most significant aspect of this growth is the fact that it stems not from mergers, which are becoming a trend in the service industry, but from within—from *people*. For example, in the near future, university professors will be playing a more important role in the agency business. In the light of this educational influx into the trade, we are preparing to hold seminars for our people, conducted by specialists in the education field.

The close liaison between the college student and business is exemplified by our annual college award program for students throughout the United States and Hawaii. Advertising and marketing majors from more than 70 colleges visit the agency for seminars in marketing, copy, art, public relations and account work in conjunction with Inside Advertising Week held in April. This firsthand view of an agency at work in its many allied fields has helped future advertising men and women gain greater insight in preparing for their place in our economy. Because of educational programs of this nature, Grey employees not only have a chance in talking with and helping these students, but many were themselves part of that program in past years.

Our interest in training young people is evident throughout our departments. This emphasis on building leadership and furthering the job knowledge of

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For More Information Circle No. 201

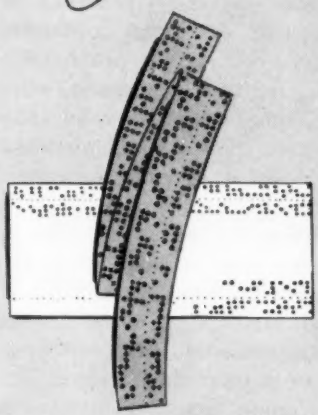
employees has enabled many promising people to be cross trained and establish a niche for themselves in agency operations. Training in positions such as copy, client relations, media analysis, art staff work and many important specialities are crucial to employee development and, of course, contributes to overall agency effectiveness.

Perhaps a brief comparison of our program for training young people for careers as account executives with the typical corporate management development or training program, will illustrate the emphasis we place on individual recognition. Most corporate training programs have a set pattern which is followed to the letter by all trainees—three months in this department, four months in that department, six weeks in the field. We believe that such inflexible programs fail to recognize individual differences in intelligence, educational and family background, aptitude and talents. Thus, trainee A may spend seven months in the media department, and three months in the marketing research department; while trainee B may do the reverse and trainee C something else again. Yet all three trainees usually complete the training program with essentially the same depth and breadth of knowledge of the entire advertising profession.

Acquainting our personnel with the important stake advertising has in public welfare activities, is also a segment of agency-personnel relationships. In February we were the host to the Advertising Council in sponsoring Advertising Council Week at Grey. The first agency appointed to undertake this task, we held seminars for all employees and clients, illustrating through films, lectures and exhibits the important role of the council in such programs as Hungarian Relief Fund, College Education Promotion, Radio Free Europe, and city development programs. Because of this assignment, we received

An idea session in Grey's TV conference room. L. to r.: Frank Knight, art director; Catherine Pitts, producer; Samuel Dalsimer, senior account supervisor; Norris Konheim, copy supervisor; Bill Adler, account executive.

Are Your Filing Methods As Fast as Your Machines?



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Electronic machines produce punched cards and tapes at astounding speed. Once punched many become permanent records to be used over and over again. Acme Visible Records and equipment provide for filing and fast finding, with SEEABLE indexing that speeds the handling of this material to keep pace with the machines.

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(Approx. number of records) _____

☐ Have representative call. Date _____ Time _____

Company _____ Attention _____

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For More Information Circle No. 279

Dave Strousse, account executive, and Paul Lubell, art director, check a point-of-sale campaign.

a letter of commendation via the White House, from Howard Pyle, Deputy Assistant to the President.

Results from programs such as the above, are part of the responsibility our management feels is vital to successful agency expansion and personnel development. Many companies, on the other hand, persist in creating a feeling of impersonality in their dealings with their employees. Top management too often puts themselves in a completely judiciary position by considering themselves apart from staff relationships. Employee relations has to be more than clever verbiage and lip service, superficially underlined by an employee handbook because the real binding of an employee to a company is the fulfillment of certain intangibles. New and veteran employees alike must feel that they are part of the team concept without losing their identity as individuals. This philosophy has been stated many more times than it has been utilized. There must be an appreciation of the work turned out by an employee, which will lead to job satisfaction and more responsibility. Above all, and in large corporations this is sometimes difficult, an employee must have an identity—a knowledge that he is more than someone filling a certain slot.

We provide the immediate and long-range rewards necessary to attract and retain capable and, often outstanding, people. Adequate salaries, profit sharing programs, retirement programs, varied insurance benefits, sick leave, job security and other such measurable rewards, however, can be obtained by capable people in many companies.

We believe we have attracted and retained top level abilities and talents in all areas of our business by satisfying individual needs along with, but beyond, the satisfaction of group needs. Just as we must demand individual as well as group contributions to the solutions of our business problems, we believe each employee is right to expect us to view him both as a member of a group or team operation, and as an individual in his own right.

These factors take many forms and are usually dependent upon each other. There should be greater effort by the employer to look for, and understand, these qualities. Above all, he should instill them in their employees. The keynote of mutual respect is the foundation of good personnel practices. There is no hard and fast rule to apply to everyone. Realizing the differences in people is the only axiomatic precedure used. This can only be a blessing, never a mark of Cain.

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You'll "OOH" when you see what the DRI-STAT '200' offers you:

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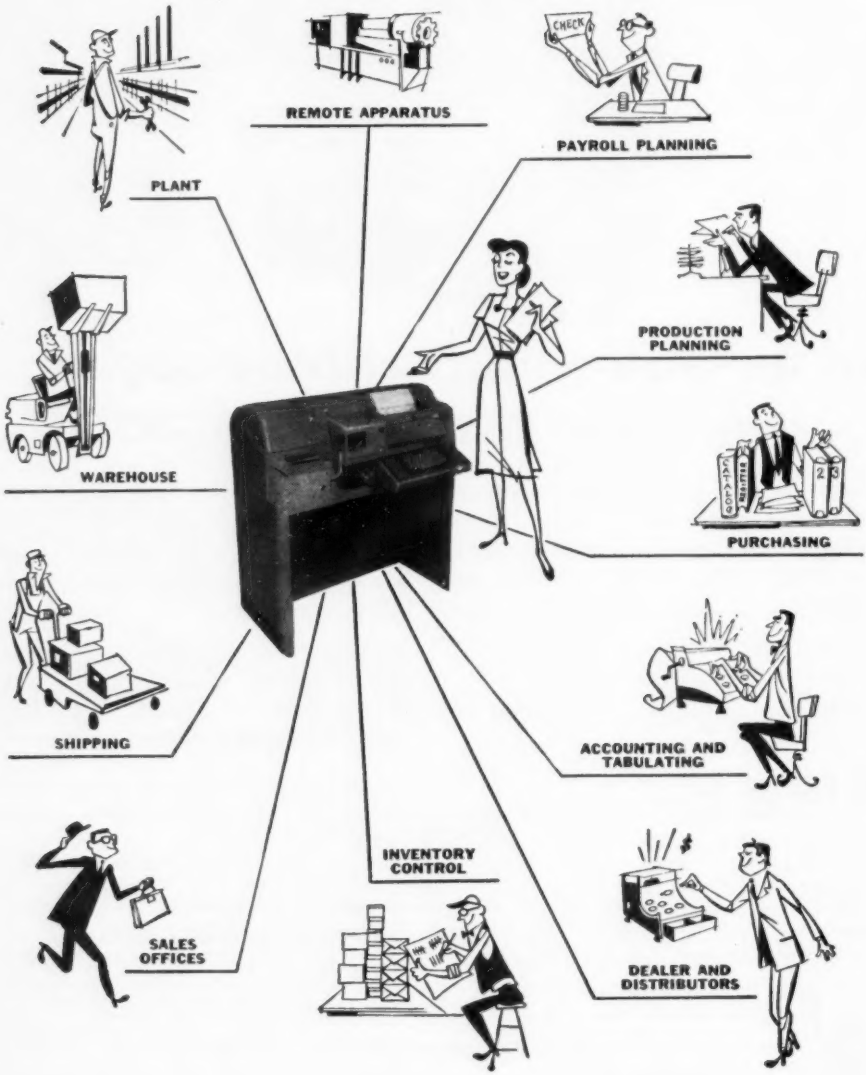
For More Information Circle No. 278

New Teletype Set



ties them together

At 100 words per minute

New Teletype Model 28 ASR Automatic Send-Receive Set . . . for your communication and data processing needs.

Here is a "packaged" set—a single, compact console with a complete array of facilities—to serve as a center for message transmission and paperwork simplification systems.

Facilities for typing, tape punching, tape transmission, tape reception, sending and receiving "page" copy on message paper or multi-part business forms, tape as a by-product of both incoming and outgoing messages, a host of remote controls. All customized to *your* requirements.

Operates like a typewriter for preparing invoices, shipping papers, etc.—but at the flick of a switch it goes "on-line" to tie together all your departments, all your plants—individually or in combination.

The Teletype Model 28 Automatic Send-Receive Set is NEW in every way:

- **New Compactness.** Never before so many facilities in so small a space. Console measures only 39 inches high, 36 inches wide, 18½ inches deep, with keyboard projection of 4½ inches.

- **New Speed.** Typing, transmission at 100 words per minute. Off-line tape punching at higher speeds.

- **New Features.** Feature-packed for IDP and communications operations . . . The Teletype Model 28 ASR offers NEW approaches to more efficient applications: (a) for the first time, *all* your punched tape can have the characters typed right on it—so it can be read and handled easily, by anyone in your organization; (b) "robot brain" Stunt Box—a miniature unit that is actually a built-in switching and remote control system; (c) facilities for translating electronic impulses from business machines into printed messages for office use or transmission to other locations.

The new Model 28 ASR requires less maintenance, too. It is designed, like all Teletype equipment, for dependable "round-the-clock" service. This is important to operating efficiency whether you prefer to buy or lease your Teletype equipment.

For more information, write to Teletype Corporation, Dept. 30E, 4100 Fullerton Avenue, Chicago 39, Illinois.

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For More Information Circle No. 262

ONE YEAR'S DICTATION

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The Rex Recorder is the world's outstanding dictating machine. Not only does it cost less to purchase, but it costs less to operate AND it is the only dictating machine that is unconditionally guaranteed for one full year. Compact, light weight and trouble-free, it is both a dictation and transcribing unit . . . one machine does everything. One Rex Recorder disc can be used over and over again because it is magnetic. Simply wipe off with the miracle magic eraser. No stylus (needle) to wear out or cause "record scratch," you get high fidelity reproduction all the time and every time. Its error free dictation results in lowest transcription costs. It is the most versatile, most useful and least expensive dictating machine. MAKE US PROVE IT! TRY THE REX RECORDER—IN YOUR OWN OFFICE FREE OF CHARGE AND WITHOUT OBLIGATION — YOU BE THE JUDGE!

***There is no charge for labor or parts during first year —check this against other guarantees before you buy.**

CLIP YOUR CARD OR LETTERHEAD TO THIS COUPON FOR INFORMATION ABOUT YOUR FREE YEAR'S DICTATION.

You'll be delighted with the dollar savings. Seven years of Rex Recorder use by leading American Companies proves that its real cost is lowest on the market. American Dictating Machine Co., 65 Madison Avenue, N. Y. 16.

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MUrray Hill 4-3554

For More Information Circle No. 205

RIGHT or WRONG in Employee Relations

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed

Are Old Employees Subject to New Physical Requirements?

What Happened:

The company suspected that bad eyesight was largely responsible for excessive errors in one department. So it decided to start a new vision-testing program. An elaborate machine purchased for the medical department permitted establishing varying visual standards keyed to groups of jobs. These varying standards were more strict and different from the uniform eye test given in the past to all new employees. After being tested with the new machine, 25 employees were discharged or transferred because their eyesight did not measure up to the new standards for their jobs. These employees protested:

1. All employees were eye tested when hired. The company then decided they were qualified for the work to which they were assigned.
2. The company had no proof that defective eyesight was the cause of the work errors.
3. Failure to meet the new tests could not be considered just cause for discharge, and the company policy was to discharge only for "just cause."

The company insisted:

1. It has the right to set minimum physical standards for employment and that has not been disputed.
2. It has the right to set these standards through the best scientific methods available.
3. The new standards were not established in an arbitrary manner and they were not applied discriminately.

Was the Company:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR SAUL WAL-

LEN RULED: "The question is whether the discharges and transfers were for 'just cause' because the company had established that this would be the reason used to determine if disciplinary action would be taken. In the absence of changes in job conditions, making new physical requirements essential, an employer may not discharge employees who met the physical requirements at the time they were hired. Nor was the company justified in assuming, without more proof, that defective vision was responsible for the defective work. It may be proper for the company to use the new equipment on new employees for the purpose of getting a precise measurement of their physical capabilities to determine if they are to be hired. This procedure has been used by other companies which have installed new physical testing equipment. These discharges and transfers were not for 'just cause' and the employees must be reinstated to their former positions and reimbursed for time or earnings lost."

Can You Demote Worker Who Can't Handle Bigger Job?

What Happened:

Vela Morrow was doing a relatively simple job which she performed very well. It was hoped that she could grow and advance to a higher level. Then her job was consolidated with the next higher one. She continued doing only the work she had been doing before—now only a part of the full job. Her supervisor didn't want to downgrade her, still hoping she'd become competent to do the overall job. After a three-month trial period doing additional work within the classification, she was demoted.

Mrs. Morrow said it was unfair because she had all the background knowledge needed for the job and could qualify if she were given a chance.

The company pointed out that she had demonstrated basic inadequacy in the knowledge required and had been given a fair chance to make the grade.

Was the Company:

RIGHT ☐ **WRONG** ☐

WHAT ARBITRATOR SIDNEY WOLFF RULED: "Mrs. Morrow, it seems, while performing satisfactorily some portions of the job, made no effort to learn the complexities of the full job. Apparently she was satisfied to do the relatively simple operations. Naturally, by confining herself wholly to this type of work, she became a 'whiz' at it, but becoming an expert in a minor job does not necessarily justify the receipt of a wage rate set for a more difficult job. I am satisfied that

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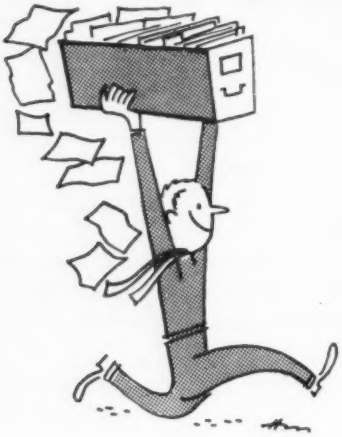
Mrs. Morrow has been unable to perform the job. The work she has been doing is but a minor portion of the overall job. The company was not unfair and unjust in downgrading Mrs. Morrow." The grievance was denied.

Can an Employee Be Disciplined Twice for the Same Offense?

What Happened:

For over a year Thompson and Gossett worked side by side but they never got along with each other. Frequently the supervisor heard them exchange heated words and curses. He tried to iron things out between the antagonists and for a while things went well. Then disagreements flared up again, and one day Thompson approached Gossett in the street with an 18″ hickory stick. A fight started, but it was quickly broken up by a third employee. When the supervisor heard what had happened, he disciplined both men with a five-day layoff for fighting.

Meanwhile, Gossett swore out a warrant against Thompson. The case was tried in court and Thompson was convicted of assault and battery and fined $150. When Thompson reported for work after the trial, he was fired. He protested, claiming he had already been disciplined with a five-day layoff, and that his trial could not be used against him to deprive him of his job.

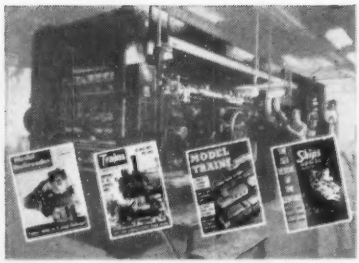


Was Thompson:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR CHARLES H. LIVENGOOD JR., RULED: "Deeply rooted in the American tradition of justice is the principle that a man shall not be twice punished, or even exposed more than once, to the risk of punishment for the same offense. It seems to me that principle has been violated here. Whatever misconduct Thompson was guilty of was committed prior to his layoff. I do not think the company can come back at a later date and say 'we have decided the penalty was not severe enough; because of what we have now learned about your earlier conduct, you are now discharged.' Some employers have adopted the policy of imposing interim suspensions in discipline matters, reserving final decision until the facts can be thoroughly investigated. Be that as it may, it is clear that Thompson had reason to assume that, when he accepted the layoff, that was the end of the matter as far as his job was concerned. The company conceded he was given no indication that his layoff was conditional." The employee was reinstated.

A. C. KALMBACH, President.



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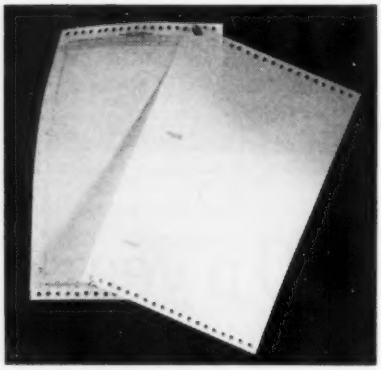

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For More Information Circle No. 223

TVA's 25 Years of Records Management

BEN F. GREGORY, Records Management Analyst, Office Methods Staff, Tennessee Valley Authority, Chattanooga

WHEN A RECORD is active, it is a necessity. When it has served its purpose, it is wastepaper. Some of us persist in saving wastepaper. One Federal agency, the Tennessee Valley Authority, which operates as a corporation also, has through trial and error and concentrated attention over the past 25 years, achieved some success and saved nearly $1½ million.

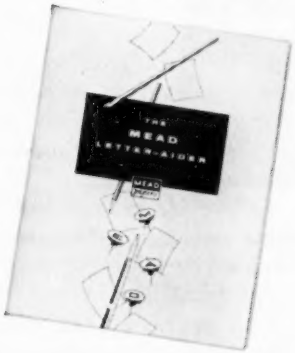
Records are cumulative. On May 18, 1933, our official records consisted of one item, the TVA Act creating the agency. One month later, bales of letters, each containing 2000 to 3000 applications for employment, stood stacked along the walls of the agency's temporary offices in the old Interior Building in Washington. These, and the thousands more that poured in daily, had to be answered. Eight years later, our office records alone, exclusive of quantities of engineering maps and drawings, exceeded 250 million pieces of paper.

Such initial impetus forced early recognition of the records management problem. To create order, we centralized our file service and adopted the decimal classification system. This was a wise decision when TVA only one activity and occupied only one office building. But designers of the central files service in 1933 did not consider the dynamic program authorized by the TVA act: navigation, flood control,

During a TVA file audit, exceptions are discussed with the file operator.

We had to repeat this free offer!

Since first offering these two manuals last year, we have received a total of *5,945* requests for copies! That's why we're repeating this free offer for those of you who missed out the first time.



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All completed file work is checked for accuracy and for conformance with TVA filing standards.

reforestation, power, agricultural and industrial development, and national defense.

By 1939, an integrated program was underway. TVA's offices occupied dozens of buildings, principally in Knoxville and Chattanooga, Tenn., and at Wilson Dam, Ala. Scores of temporary field offices were located in small towns up and down the Tennessee Valley. The central files system could not cope with this dispersion, even when one was set up in each major location. The central files were merely morgues for useless extra copies. Individual organizational units were retaining records in their offices for ready reference.

A different approach was indicated. We experimented with two or three branch files, with filing and reference service limited to one organization. The experiment worked. The branch files were used twice as much as the central files, and could be operated for half the cost. In 1940, TVA discontinued its central files system and decentralized its active files. Each of TVA's 20 or more major divisions and principal offices was provided its own filing facilities. For about five years, these were operated for the offices they served by the authority's office service branch. Since 1945, however, the divisions themselves have administered their respective file units.

This overhaul provided a definition of the present TVA records administration program and a determination of responsibilities:

1. To limit the creation of records —planned parenthood, so to speak—to those that are necessary, and to assure that records creation is most efficient and least expensive.

2. To provide prompt and efficient reference service on all records created and received by TVA.

3. To assure appropriate preservation of all records of continuing value, and the orderly retirement or disposal of all records as soon as reference, legal and historical requirements have been met.

Every division and office in TVA is responsible for assuring that its activities are adequately documented, and its records maintained and ultimately preserved according to TVA standards and procedures based on Federal law. The division of property and supply, of which the office service branch is a part, is responsible for establishing the standards and procedures by which the records program operates. The office methods staff is that part of the office service organization which develops the standards and serves as coordinator and

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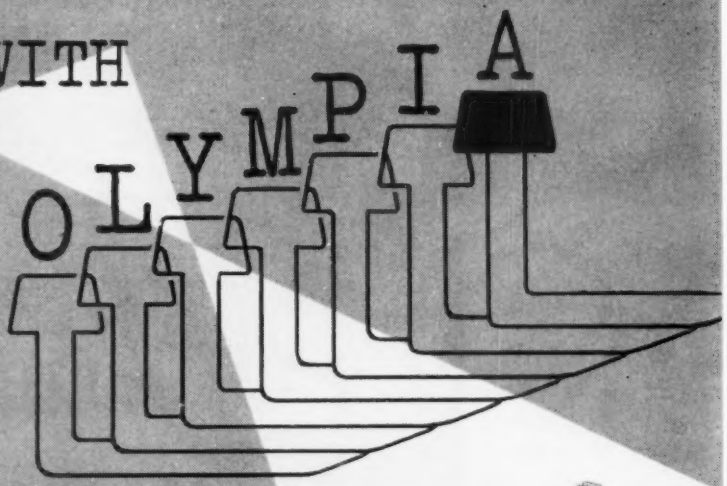

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liaison point for the entire program. Each division has a records officer directly responsible for records management in his division. Through these officials, the office service organization secures adherence to standards. Coordination is effected through agency-wide meetings of these divisional officials and through individual staff assistance.

By this arrangement, TVA retains throughout its organization the vitality characteristic of decentralized administration, yet assures uniform files operating efficiency by centralizing in a single service organization the specialized know-how that the program and operating divisions are not expected to have. Functional control over all records throughout the agency is maintained

Work area in one of TVA's two records storage centers.

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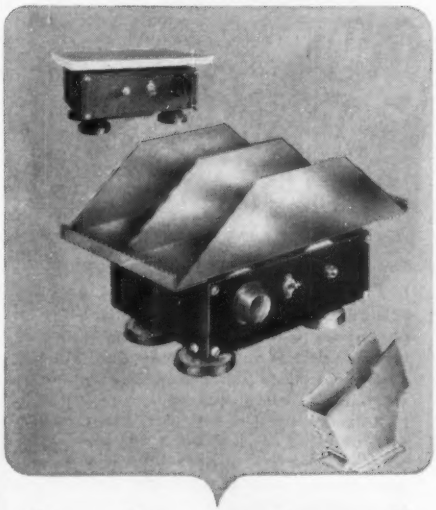

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through several staff services: provision of a standard files classification system, installation of new files adapted to the specific needs of the office served, training of file operators, periodic audit of all TVA files to secure adherence to standard practices, operation of storage units for inactive records, operation of microfilming equipment to preserve certain records, and assistance in the orderly disposal of useless records as permitted by law. The office service branch's office methods staff maintains constant liaison with other Federal agencies, such as the General Services Administration's office of records management.

The 1940 overhaul of TVA's filing facilities was more than organizational. Our decimal classification system was not flexible enough to embrace the ever-widening subject matter of TVA operations. A new classification system was needed and was designed.

TVA's standard is now an alphanumeric functional classification system which groups material by the functions, programs, or activities of the various TVA divisions and includes the subject categories that have widest application throughout the agency. The manual may be used in its present form in those file units where its range of subjects is sufficient to cover the material handled. The system also has as many individual applications as there are files with different types of material. The manual permits development of additional classifications as required for files with large volumes of material covering elaborate subject breakdowns. When a new program is established, its records fit into a fixed classification pattern. The flex-

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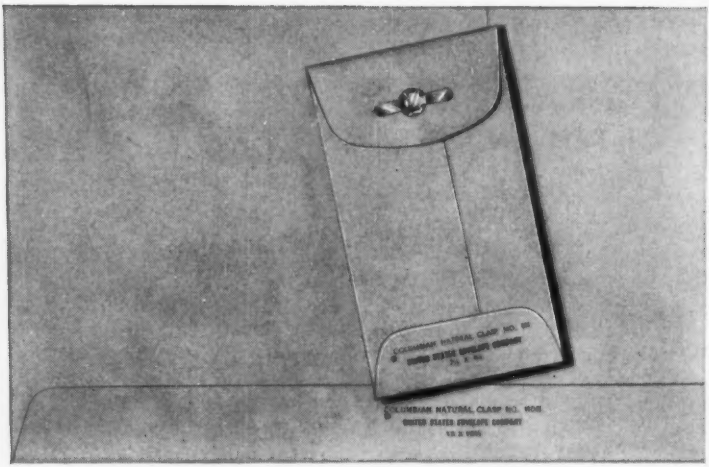

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ibility of the system absorbs the new body of material through appropriate additions to the system itself wherever necessary.

Development of standard procedures to operate the decentralized files got under way at the same time the standard classification system was devised. Basic procedures for classifying, indexing and filing were adapted and applied in the divisional file units. Others followed quickly, covering operations such as receiving, cross-referencing, sorting, finding, issuing, charging out and reporting. As each new standard was developed, office service specialists released it to all file supervisors and operators. Eventually the entire body of standards was issued as a *Manual of Files Operations Standards*. From time to time additions or revisions are made reflecting changes in procedure or new techniques.

Application of standards when new files are set up is relatively easy. Trained specialists install the standard system at once. Conversion of older records to the standard system is a slower process. As each nonstandard file is audited, all material in the file possessing administrative value is retained and reorganized according to the standard system. The remainder goes into storage for microfilming, preservation or disposal.

To say how an operation should be performed is one thing; to secure adherence to those directions is something else. We do it through periodic audit of individual files units. The office service organization maintains records management officers at Knoxville, Chattanooga, and Muscle Shoals. These spe-

(Continued on page 264)

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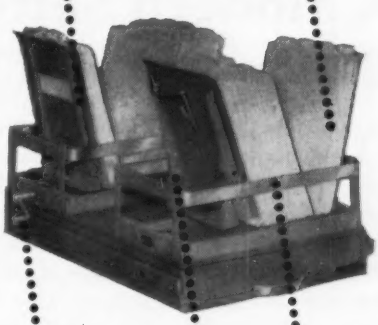

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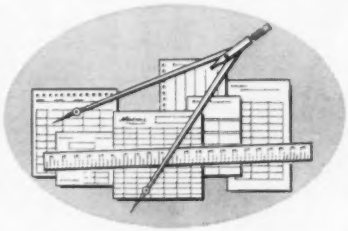
A TOTAL CONCEPT of executive environment which integrates all elements into a harmonious, and individual, office setting, is announced by General Fireproofing Co., Youngstown, Ohio, in the introduction of their new line of metal furniture. This is called *Italic Styling*. To assure full attainment of this concept, GF Studios, a new division, has been formed by the manufacturer to provide complete service in the selection of carpeting, draperies, wall coverings, lamps and light fixtures, and desk accessories. The studios will design and decorate office interiors for customers and prospects.

The furniture itself is bold in design

A 90″ Italic desk with integral 102″ console of anodized aluminum in bronze gold and natural finish; top in teakwood finish with recessed resin gold leather insert. All fabrics and decorative accessories are by GF Studios.



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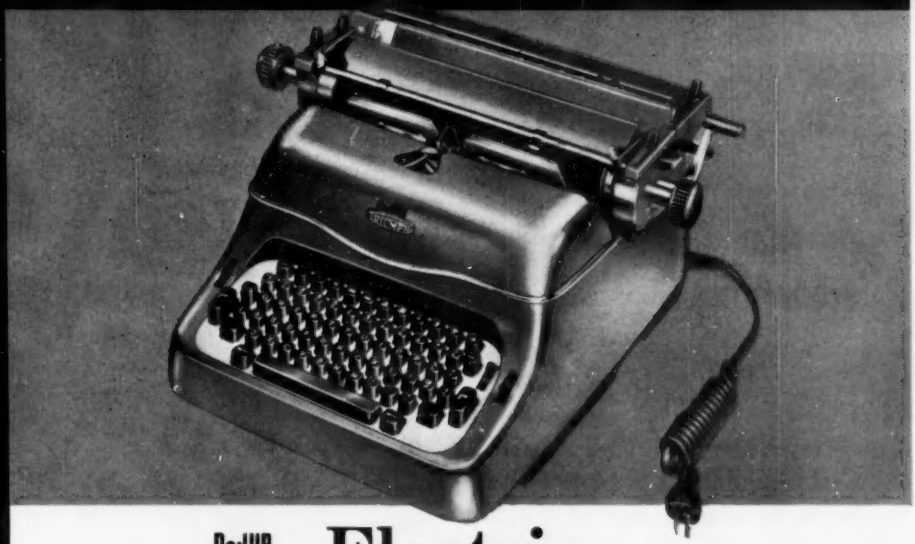

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For More Information Circle No. 353

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A wide selection of desk back inserts affords another way to accent individuality. The degree of visibility in the backs can be varied by the pattern chosen. Horizontal apertures contribute to the furniture's light, airy motif, while vertical slots create the impression of obscurity without closing out all the air. The woven pattern in the metal has the softness and richness of a fabric.

A wide variety of desk tops and top covering materials includes six designs: teakwood, tawny walnut, autumn walnut, platinum mahogany, white, and charcoal. Each will blend with, or accent, other materials in an overall decor. Tops consist of a 7-ply hard fir core encased in Philippine mahogany, with controlled moisture content.

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The new "Snap-on" arch is the simplest way ever designed to replace old refill pads with new ones.

To make a change in pads, it takes only a slight push to securely snap the arch in place. A light squeeze of the butterfly spring under the base releases the arch.

No more fumbling around with screw-taps, or searching under the desk for the tap that got away, while trying to hold the refill pad in position.

If you use the arch-style, loose-leaf calendar in your office, specify Ever Ready's new "Snap-on" arch base (No. 717—3¾" x 6" or No. 919—3" x 3⅝")when you place your order with your stationer.

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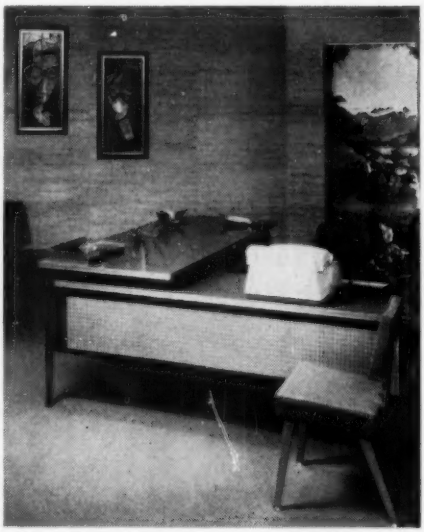
For More Information Circle No. 335

leathers of saddle tan, resin gold and antique ivory. The almost indestructible top finishes are impervious to scratches, chips or mars, eliminating touch-up and undue maintenance. Matching the desks are consoles, bookcases and tables, as well as desks for use in modular style layouts such as L and T shapes. In addition, there is a line of seating units of all types, designed as part of the *Italic Styling* concept.

With all the new decorative features, each piece has the functional capabilities required by executives and their office staffs. One of the first installations of this furniture will be in the new executive office building of Reynolds Metals Co. at Richmond, Va. For literature showing the GF *Italic Styling* concept in full colors, **Circle No. 101.**



This 66″ Italic desk for secretary or receptionist harmonizes with companion executive office. The matching Goodform chairs are also made by General Fireproofing Co. Decorative accessories and fabrics by GF Studios.

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obsoletes all other systems

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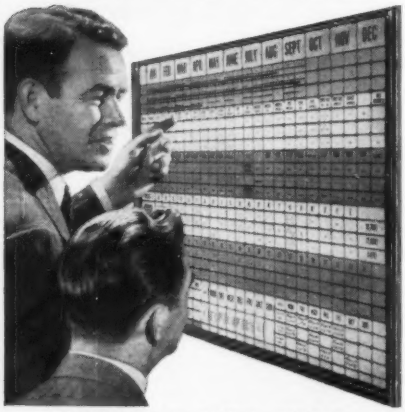

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For More Information Circle No. 338

Modernizing Check Reconcilement Methods

JOHN D. OTIS, Vice President, Stevenson & Smith, Inc., Bloomfield, N. J.

OFFICES that pay bills or wages by check must periodically audit the canceled checks returned from the bank, usually by sorting the canceled checks into numerical sequence and individually matching them against corresponding entries appearing on the payroll journals or check registers.

While this function is an essential requirement for proper internal audit, it frequently creates a substantial periodic workload which may be difficult to provide for out of normal staffing.

The greatest portion of time necessary to effect reconcilement is in sorting the checks into the sequence in which they were originally listed. There are various methods of doing this, depending on the volume and the equipment available. They range from the manual break-down sorting into numerical or category groups, to the employment of devices such as sorting racks, rotary tables, bins, etc. The checks themselves can be designed as punched forms to employ mechanical principles of sorting. Any activity approaching 1000 checks per month requires investigation of the possibility of other than manual methods.

The Marginsort check, made by Stevenson & Smith, Inc., has been used successfully in lieu of manual sorting and it can save many hours of clerical sorting time. Under this method, checks are manufactured with marginally punched holes, which are either pre-

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For More Information Circle No. 264

grooved for check serial number or post-grooved in batches to signify corresponding journal pages and payroll periods. For fast and economical arrangement of checks in sequential order or in other desired groupings, no special equipment is required other than a simple sorting needle and an inexpensive grooving device. There are practically no limitations to the incorporation of marginal holes on existing designs. This principle can be adapted to any size or shape of form, whether single or as part of a multiple set, as long as there is one exposed edge for punching. It imposes no modification of existing check creation procedure.

A good application of Marginsort checks, and one which surprisingly is too infrequently employed, is the batch plan of reconcilement. This method eliminates the need for individual check reconcilement, and also individual punching and sorting, by balancing groups or batches of checks with pre-determined sub-totals representing those sections of the check registers or journals on which the checks were originally recorded. If, for example, checks are to be reconciled to a given journal page, holes would be provided to permit gang-grooving the payroll week and page number. At month's end, the

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This automatic numbering machine prints big 3/8" high figures on filing jackets, time cards, job envelopes, drawings, etc. Saves eyesight of young and old alike and reduces errors, too! 6 or 7-wheel capacity . . . consecutive, duplicate, repeat action.

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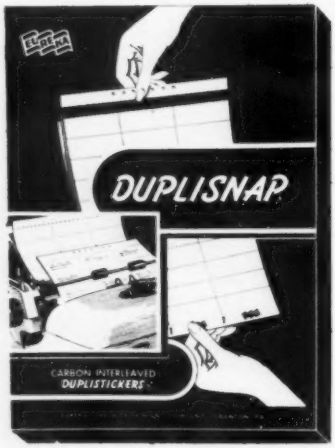
For More Information Circle No. 249

Why is addressing a snap with DUPLISNAP® ?



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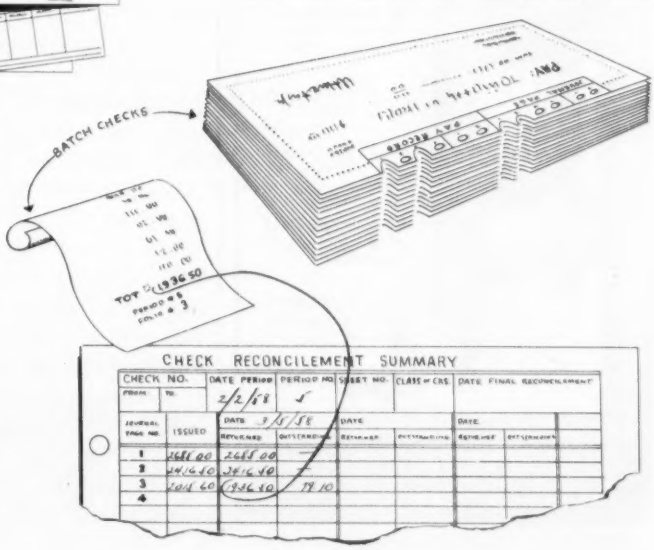
For More Information Circle No. 210

checks would be sorted to payroll week and page number, totalled and then balanced with the footed totals appearing on the corresponding journals. Differences in the totals represent the amounts of the outstanding checks and can be recorded separately for accounting at the next reconcilement period. In most instances, checks will have cleared during the period and the batches will balance, eliminating the need to review each check individually.

Another efficient method of reconcilement is the use of Tab-Cheks, whereby not only is the sorting accomplished rapidly, but an automatic listing of the checks cleared is printed and totalled for direct comparison with totals of corresponding bank statements. Depending upon the method employed, outstanding checks can be signified on this listing and subsequently evaluated or, through a separate tabulating run (using a duplicate card plan), totals of outstanding checks can be obtained to effect immediate reconcilement when deducted from the bank balance.

Companies which do not create their checks on tabulating equipment, but which have access to such equipment (either their own, used for other purposes, or an outside service), can adapt a tabulating card check forms set to their present method of check issuance. Stevenson & Smith, Inc.,

Above: Tab-Cheks for use in bookkeeping machines, writing boards, and typewriter creation of multipart sets.



At right: Canceled batch - grooved checks are sorted by pay period and journal page, totalled, summarized and compared with amounts issued. Differences represent amount of outstanding checks.

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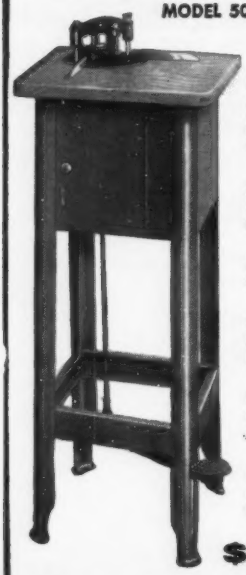

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For More Information Circle No. 331

manufactures such Tab-Cheks for use with practically every type of check creation method. This merely involves substitution of the check portion of the existing form with a pre-numbered and pre-punched tabulating card check. It can apply to multi-part bookkeeping machine check-statement sets, typewriter voucher sets, or even manual pegboard checks with carbonized statement stubs at top or bottom. Thus, where it is not practical to convert the check creation equipment to tabulating machines for the single benefit of check reconcilement, a company can still utilize machine sorting and tabulating. This imposes no radical organization or methods changes, nor does it require any capital outlay for new equipment.

One method of reconcilement that is rapidly taking hold is accomplished by punching dollar amounts in the checks when they are returned from the bank, and then listing and totalling them. Inasmuch as the outstanding checks are signified by symbols on this listing, it is possible to refer to the original check register entries to determine the dollar value of outstanding checks which, when added to the total of checks cleared, should balance with the bank statement.

Many banks, which maintain tabulating equipment for their own internal use, are offering this reconcilement service to attract new accounts or improve existing relations. This is usually done at no charge, but presupposes the maintenance of compensating deposit balances which most often imposes hardship. The bank will punch dollar amounts on each cleared check and

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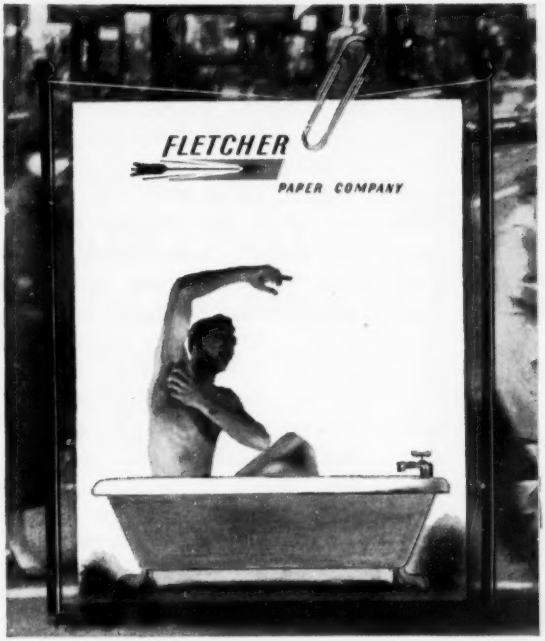

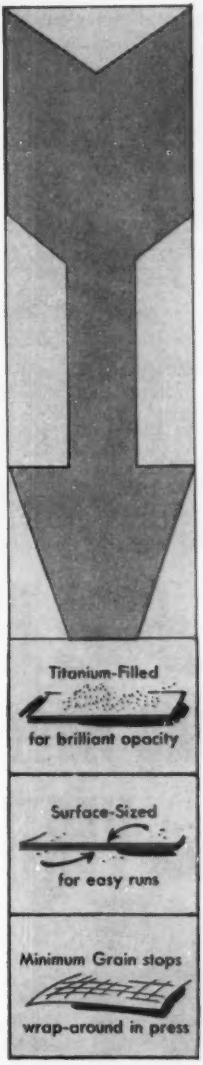

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FLETCHER

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For More Information Circle No. 247

submit a tabulated listing with the statement and canceled checks. Of course, the company must still evaluate the outstanding checks to complete the reconcilement.

The refinement of the tabulating method of reconcilement occurs when a multiple-part check set is created, containing two tabulating cards. Here, again, proper form design can permit adaptation to almost any check issuance method. Usually a three or four-part check set is employed: the original being a Tab-Chek; the duplicate a remittance advice statement for the payee; a triplicate attached to the item paid in instances of accounts payable transactions; and the last part, another tabulating card which contains, by carbon impression, all the information appearing on the original. This second tabulating card is then punched to show check number, payee, date, amount, accounting code, etc., and retained in an outstanding check file. (The original punched card check and the second punched card are prepunched for a corresponding preprinted serial number at time of manufacture.)

Upon return from the bank, original checks are intersorted with the outstanding cards, and the machine discards all which do not match the returned checks. The eliminated cards are then tabulated to produce a listing showing check number, payee, date, amount, accounting code, etc. The amount column is totalled and this total is deducted from the bank balance. This is the only positive, entirely mechanical system. For information on check systems, **Circle No. 156.**

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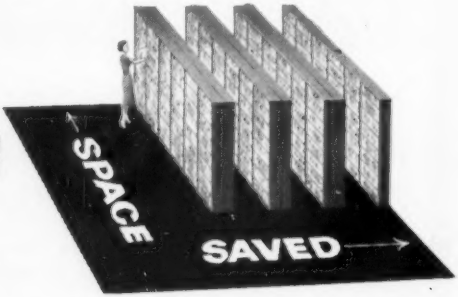

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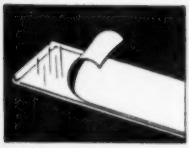

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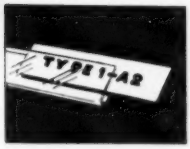

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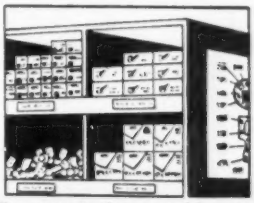

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ADDS ONE MORE DRAWER TO EVERY FOUR

With a DIV-I-DEX installation, there is no added expense — no new equipment — no special folders. Folders stand erect allowing more room per drawer. Index tabs remain visible for easy finding, quick removal, rapid replacement. Seconds saved at the file means dollars at the executive desk. Congested drawers are eliminated with the DIV-I-DEX "drop in" method of filing. DIV-I-DEX gives you four times capacity over bulky hanging type folders and at ¼ the cost. In actual space saved, four drawers will get you five!

Subtracts The "Headaches" From Your Filing Department!

At your stationer or write for circular

CEL-U-DEX CORPORATION

NEW WINDSOR (NEWBURGH), NEW YORK

For More Information Circle No. 217

Photo taken at Breck's of Boston

Home and Garden Gifts
BRECK'S
RELIABLE SINCE 1818

America's Oldest Mail Order House Uses The DENOMINATOR!

Counting and segregating orders for 1080 separate gift items is now accomplished faster—more accurately and much more economically—by use of *The Denominator!*

Each unit of the six 180-unit machines shown above represents a gift item offered in the Breck's Catalog. As orders are received, they are tabulated on *The Denominator*. The total shown on each unit—when deducted from the stock-card balance—provides running inventory control.

Compact and simple to operate, *The Denominator* can be made up in as few or as many units as you may require. Each unit counts to 9999.

What's your counting problem? Write Dept. O-83.

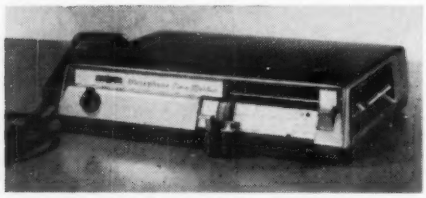
THE *Denominator Company*, INC.
261 BROADWAY, NEW YORK 7, N. Y.
Manufacturers of Tabulating Machines for 40 years

For More Information Circle No. 260

New Products

DICTATING MACHINE

Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y., announces the automatic, transistorized Time-Master dictating machine with touch-button controls for effortless dictation and maximum value.



This Time-Master is ready for use as soon as the microphone is picked up and it shuts itself off automatically when microphone is returned. There is no waiting for machine to warm up. Transistors provide instant availability, longer life and greater reliability; and eliminate work interruptions for amplifier repairs. All dictating controls are within thumb-tip reach on the microphone. By touching a button, the user can record, hear playback, make a correction, or indicate letter lengths. The microphone is small, light and designed for comfort in use. It is made of high quality unbreakable plastic and tilted at the right angle for better recording. On the machine itself is a dictate-listen selector controlled by touch-buttons. Loading and unloading the Dictabelt recording medium is also done by a touch-button device. Formerly all these functions were lever-controlled. The greatly reduced dimensions and absolutely flat top (where papers can be placed) mean a saving in desk space and give it greater functional value. The machine's weight has been reduced 20% from previous models and the new recorder works perfectly even when the machine is tilted, such as on the seat of a car. The Time-Master in its carrying case is so thin and compact it might be taken for an attache case. The Dictabelt provides visible tone grooves, making it easy to find one's place. Dictation is recorded permanently and cannot be erased or changed either on purpose or accidentally. Playback is sharp and clear so the secretary can get every word. Companion of the Time-Master dictating machine is the Time-Master transcriber for secretaries, also fully transistorized and touch-button operated. Both machines are available in silver gray or silver green. **For More Information Circle No. 142.**

ELECTRIC TYPEWRITER

Underwood Corp., 1 Park Ave., New York 16, N.Y., announces an all-electric typewriter designed by Raymond Spilman. Contemporary in style, the machine is basically gray with panels in a contrasting

color just above and below the keyboard. The user may choose these panels in any one of eight accent colors, each with glareless satin finish. In addition to many mechanical additions and improvements, the typewriter features a new keyboard

design with smaller, round charcoal gray keys spaced farther apart and with very little slope between the four rows. The key and keyboard design, based on time and work studies conducted by the company, is intended to make typing easier and reduce mistakes. Underwood's new electric typewriter is priced at $420. **For More Information Circle No. 171.**

SPIRIT DUPLICATORS

Ditto, Inc., 6814 McCormick Road, Chicago 45, Ill., introduces three duplicators intended for the low priced market but which are high quality duplicators in their respective fields. Modern styling, operating ease and quiet efficiency are incorporated into these machines. They are lower and wider than their predecessors, and much

more quiet in operation. They also discard previous duplicator decor in favor of a sand gray and green combination. Models D-30 (hand operated) and D-31 (electric) have adopted not only the styling but many features of more expensive models. Copies automatically fall into stacked alignment in receiving tray. Positive registration of master to copy paper is provided by a knurled wheel in the drum. For maximum fluid economy these models have liquid control dials calibrated by paper size so the operator can use the precise amount of fluid needed for a job. Both liquid and pressure control levers are of the latch (detented) type for quick, accurate positioning without slipping. Machines have a top speed of two copies per second, can handle paper from 13 lbs. to card stock without adjustment and any size sheet from 3″ x 5″ to 9″ x 14″. A third, and the least expensive model, is the Ditto D-20 which sells for $175 plus tax and provides fine quality copies. **For More Information Circle No. 134.**

TYPEWRITER

Smith-Corona, Inc., Syracuse 1, N.Y., announces a secretarial model, standard office typewriter with a new mechanical action which speeds up the stroke of the typebars and makes it easier to use. It has undergone four months of secret testing in approximately 100 offices with over 90% of the operators reporting they favored the machine's performance. The

working parts of the new machine were built into casings of the contemporary model. Operators did not know they were using new machines. The offices included the one-girl variety as well as secretarial pools of large corporations. The on-the-job tests indicated that increased speed of typebars in and out of the printing point minimized the possibility of typebars colliding at fast speeds. The smooth acceleration pattern of the new action also keeps the typebars in perfect alignment and produces perfect letter outlines. Booster mechanism assists the return of the type-

bars and eliminates the need for any extra push at the end of the keystroke. This increases the capacity of the operator to type faster with less effort. The new model also features an improved touch selection lever to control key pressure or touch and personalize the machine to practically any finger stroke or style of typing. The secretarial typewriter has a half-space key which simplifies correcting common errors such as skipped letters, a space or an extra letter in a word. The standard model comes in a platinum gray color with an ivory keyboard, styled to harmonize with any of the currently popular office furniture colors. The machine is also available in alpine blue, charcoal gray, seafoam green, coral pink, desert sand and deluxe gray. Other features include Page Gage for determining bottom margins; and a total tab-clear lever which clears all tab stops at once. An 88-character keyboard and Instant-Set automatic margins are also standard on the new model. **For More Information Circle No. 192.**

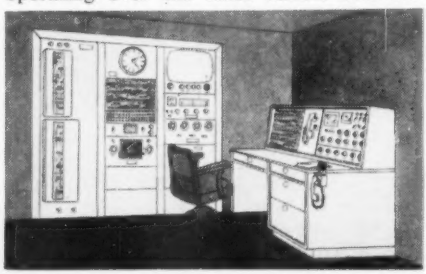
MACHINE NOISE CONTROL

Gates Acoustinet Co., 505 American Standard Bldg., Buffalo 7, N. Y., makes the No. EF-3170 Sof'Tone Acoustinet for NCR 31 accounting machines. The

Sof'Tone Acoustinet is guaranteed to absorb sound of harsh, metallic pitch and considerably soften the volume of machine noise. This reduces operator fatigue and allows personal or telephone converations in normal voice without distraction. Unit also provides indirect fluorescent lighting over entire work area. Made of Tempered Duolux Masonite, framed with African mahogany, with 2½″ soft Quietex acoustical material. Finished in tough gray Duco lacquer and mounted on casters. This Sof'Tone Acoustinet is 74″ wide, 33″ deep, 54″ high. Other sizes are made for all NCR machines. **For More Information Circle No. 168.**

COMMUNICATION SYSTEMS

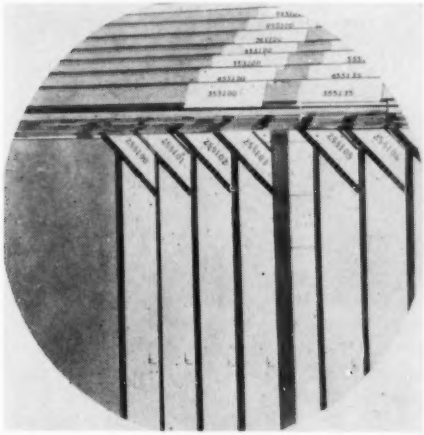
DuKane Corp., Dept. O-58-S, St. Charles, Ill., makes systems which incorporate communication, alarm and television. Through combining into a single system such functions as public address, internal telephones, fire alarm and panic control, time signals and audio-visual instruction, savings are made over the cost of installing separate systems. Provision can be made for future expansion to provide for growth, or for the addition of new electronic services operating over the same circuit channels



and controlled from the same central location. For example, a multipurpose system in a school would combine into a single installation the features of at least six separate systems: fire or emergency alarm and panic control; program clock, to sound class-break signals and control classroom clocks; central sound, public address and program distribution; private telephones for two-way communications between office and classrooms; television program distribution for off-the-air pickup and closed circuit programs; school-to-home equipment for teaching bedridden or invalided pupils. Many manufacturers have volunteered to have their products included in the overall network. **For More Information Circle No. 118.**

TAB CARD VISIBLE FILE

Visirecord, Inc., Copiague, N. Y., announces the Visidata visible filing system for IBM punched cards. The cards are specially notched by IBM on the ends, outside column 1 or column 80, to clear spacer rods in the file unit. Single master cards, or related sets of up to 13 cards each, are visible in the file. Any card among a total of 16,524 is instantly available to a comfortably seated operator. When a card is removed, an automatic card-out signal on the adjacent card becomes visible. Spacer rods hold the cards

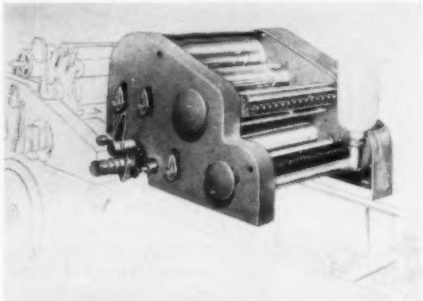


accurately in offset position so a ¾″ vertical edge on each card is constantly visible in each row. Cards rest on their ends on the corduroy bottom of the file. This protects cards from damage and wear. All codes on the cards remain fully usable and IBM has tested and approved the notched cards on its various data processing equipment. Any indexing method can be used. One motion permits the operator to obtain a desired card in three seconds or less without touching an unwanted card. The same file unit is used for the Vistem method of vertical visible pack filing which increases the unit's capacity to 35,000 cards including guides. Both techniques may be combined in one file as, for example, to give one clerk access to visibly filed master addressing cards and prepunched item cards—all immediately available in the same unit. File has ample leg room for full front-to-back operation with minimum fatigue, and two locking covers which recede to the rear out of the way. A self-contained rolling work shelf is optional. For more information on the Visidata system and the 1T60 file unit, **Circle No. 190.**

FOR TWO COLOR OFFSET

Townsend Industries, Inc., 427 E. Walnut St., Des Moines, Iowa, makes the T-51 Color Press attachment that will print two colors at one time on the 1250 Multilith with one impression from a single blanket, thus increasing production 100% with no additional labor and a saving in time. Registration can be held perfectly since both colors are registered on the same blanket

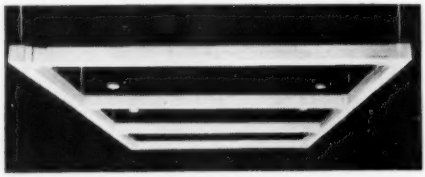
prior to being transferred to the paper. Once the registration is set it will be held indefinitely with color relationship rendering the same under all conditions. Production advantages include less drying time, less storage space, less handling and waste, quicker delivery of the finished job. The T-51 is easy to mount on any standard 1250 Multilith in perfect alignment and accurate adjustment without altering the 1250 in any way. Operation is simple:



A micro adjustment for side movement of the cylinder prevents tracking to the blanket and allows hair-line registration even while in operation. Transparent oscilators allow faster clean-up. Removable etch fountain. Complete inking and dampening system with oversize oscillators for greater halftone and solid coverage. Construction is aluminum. Plate cylinders are chrome plated and corrosion resistant. Precision Oilite and nylon ball bearings are used. Attachment may be idled between runs; may be disengaged and easily returned to service; may be removed and re-installed quickly and easily. **For More Information Circle No. 123.**

LIGHTING SYSTEM

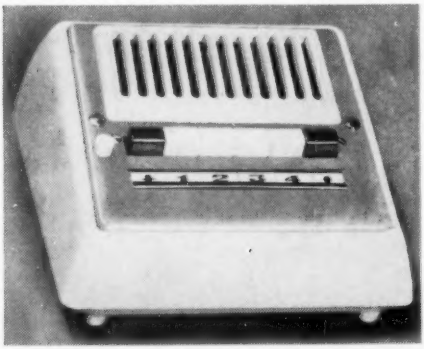
Silvray Lighting, Inc., Bound Brook, N. J. makes ILC (Indirect Luminous Ceiling) fixtures for use with power groove fluorescent lamps which give 2½ times more light per lineal foot than previous lamps. These provide visual comfort at lighting levels of 110 to 250 or more foot-candles. Components of the ILC system are designed to be assembled in a variety of arrangements to provide a high level of illumination, without glare, in areas of any size or shape. The ILC lighting system and the new lamps for which it is



designed offer opportunities to greatly improve lighting conditions in new and modernized offices. For descriptive literature, **Circle No. 187.**

TRANSISTOR INTERCOMS

Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y., announces Centrum Intercom Equipment featuring completely transistorized circuitry. The smartly styled line is available in three different systems to provide varied applications.



The Centrum transistor design requires only two 4½-volt flashlight batteries for power, with a battery life of up to one year. It does not have to be plugged into a wall outlet. Installation is simply achieved by the connection of wires between the units in use. The standard set consists of one master station, one sub-station and 60 ft. of cable. It is easily extended by the addition of three sub-stations. Each unit can be either wall-mounted or placed conveniently on a desk or table. **For More Information Circle No. 185.**

SECRETARIAL DESK

Shaw-Walker Co., Muskegon 14, Mich., makes the Clutter-Proof Secretarial Desk which helps a secretary get more done, easier and quicker. This all-purpose desk incorporates, in one unit, five Work-Organizing Drawers, a full 60" x 32" rimless working top in front of her and, at her side, a double-size, 17" x 35" machine platform, all in a space 60" x 66". Ingeniously compartmented drawers and an under-the-platform storage compartment provide specific places for all work and working tools to eliminate time-wasting top clutter and drawer hodgepodge. Spacious rigid platform provides double-size machine surface ample for typewriter and transcribing unit or calculator. Positions machines for comfortable operation. Built-in end and rear panels provide maximum rigidity and assure knee privacy. Takes all typewriters and has insulated holes for electric wires.

PROPORTIONAL SPACING MANUAL TYPEWRITER

Olivetti Corp. of America, 375 Park Ave., New York 22, N.Y., announces the Olivetti Graphika, a manual typewriter

with proportional spacing which automatically gives each letter the amount of space appropriate to its shape. Narrow letters (such as i) are given minimum width: broad letters (such as m) receive the maximum width. As a result, individual letters seem to flow together gracefully and naturally, as in printing. The spacebar is in two sections and provides a choice of spacing between words. The Graphika typeface, Cassandre, has been specially designed for proportional spacing. Right-hand margins can be justified, as on a printed page, when desired. By using the two-section spacebar and expander lever in various combinations, a wide variety of effects can be quickly and easily obtained. Particular words, sentences and paragraphs can be displayed with special prominence when desired. In physical appearance, the Olivetti Graphika is virtually identical with the handsome Olivetti Lexikon office typewriter and is priced at $275 plus $15.13 federal excise tax. **For More Information Circle No. 106.**

BOOK COPIER

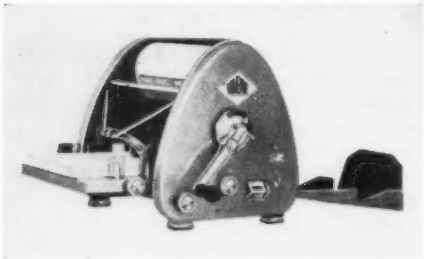
Copease Corp., 425 Park Ave., Box O-4, New York 22, N.Y., announces the larger Model B Copease Duplex Book Copier which has a 14"x17" copying surface to provide perfect, photo-exact black-on-white copies in seconds, of extra large pages from books or single sheets. The machine is especially designed to fit the requirements of libraries and research organizations where a great deal of copying from bound volumes is necessary. Similar in appearance to the standard 8½"x14" Duplex copier, the Model B combination exposer and printer will make dry positive

copies under any lighting conditions, of any original, printed, written or drawn, in ink, pencil or crayon, on colored or opaque paper, or paper printed on both sides. A sponge rubber head adjusts to

the thickness of the book, produces uniform contact and even pressure on the copy surface. The automatic timing system provides proper exposure to assure perfect copies with a minimum of effort. **For More Information Circle No. 104.**

STENCIL DUPLICATOR

American Office Equipment Co., 24 East 21st St., New York 10, N. Y., offers the Ideal M-6 Stencil Duplicator which



will print to the edges of sheets from post card to legal size. The M-6 is a twin-cylinder duplicator using a silk screen and paste inks which do not leak, cake or clog. Its two oscillating ink rollers provide constant, even ink coverage over entire printing area. Simple knob adjustments move copy up, down, right and left; and angular control straightens copy from stencils typed crooked. An automatic impression roller release remains locked until paper is fed to prevent accidental inking. Can be adjusted for tension and parallelism. Reset counter registers up to 9999, counting only printed copies. Removable receiving tray allows for easy handling of copies. Color changes can be made in three minutes. Anyone can use the Ideal M-6 Duplicator which is precision built to eliminate servicing problems. Working parts are finest steel and cylinders are aluminum. **For More Information Circle No. 150.**

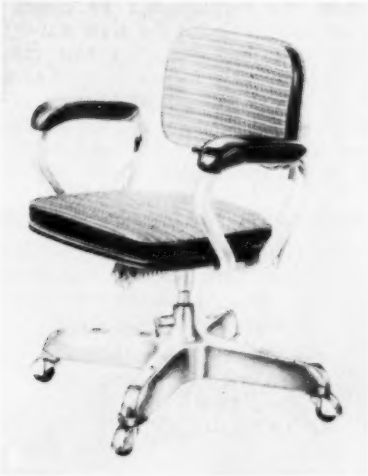
NON-GLARE GLASS DESK TOPS

Dearborn Glass Co., 6600 S. Harlem Ave., Bedford Park, P. O. Argo, Ill., has developed Tru-Site, an almost invisible glass that does not reflect light glare. Tru-Site helps solve the problem of annoying glare caused by light reflection on desk

tops. In addition, it creates a restful atmosphere under fluorescent or incandescent light as well as natural sunlight. Used on the top of desks and other furniture, Tru-Site provides a highly transparent, reflection-free surface. Featuring a permanent, matte finish, it can be cleaned like ordinary, high finish glass. **For More Information Circle No. 169.**

POSTURE CHAIRS

Cramer Posture Chair Co., 625 Adams St., Kansas City, Kans., makes the Ensemble group of coordinated office chairs in over 100 different color and fabric combinations to match or complement each other. Below is the Model A-474-DO

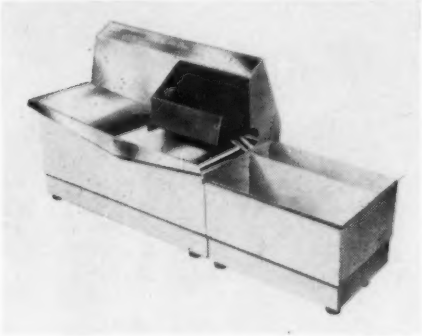


Supervisor executive chair upholstered in heavy waffle weave Trilock combined with Naugahyde. It has a cast aluminum base, Ortho-Tilt back and offers a choice of

three different arm rests. Model A-36-DO (above) is the Senior clerical chair which also has the Ortho-Tilt back with three basic fingertip adjustments. **For More Information Circle No. 147.**

LETTER OPENER

Speed-O-Print Corp., 1801 W. Larchmont Ave., Chicago 13, Ill., announces the electric Executive Automatic Mail Opener which opens envelopes of any size or thickness without damaging contents. It has a dial to adjust the width of trim and automatic shut-off for safely removing mail damaged in transit which

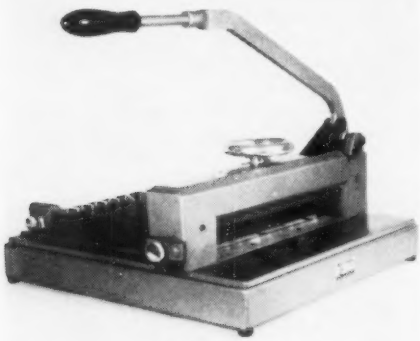


may become jammed in opener. Opened letters and the trimmed strips are delivered to separately removable trays. The compact machine is simple to use and it will open up to 600 letters a minute. Priced at $174.50 plus federal excise tax. A matching Speed-O-Stand, which holds the letter opener and provides handy storage space, is available at $49.50. **For More Information Circle No. 186.**

PAPER CUTTER

Michael Lith Sales Corp., 145 West 45th St., New York 36, N. Y., announces the Triumph Paper Cutter for office duplicating departments. It is engineered to work like larger cutting machines. Other features include a modern office-machine look, attractive gray-green color, portability, simple operation with precision accuracy and safety, and sturdiness at low cost. It meets the needs of electronic bookkeep-

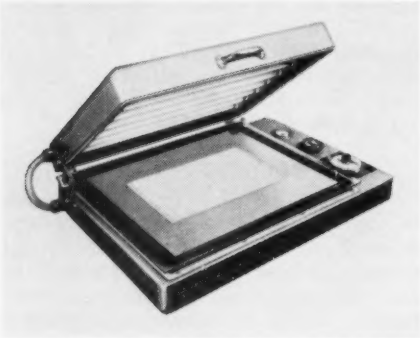
ing systems requiring ledger-statement sheet cutting on the premises, and offices with duplicating machines. Equipped with a permanent rule, and finger-tip operation of the movable back gauge, the Triumph



permits professional cutting down to as small as ½". Comes in two sizes, 14" and 18". The Michael model comes in three sizes: 8¾", 14" and 20½". **For More Information Circle No. 182.**

OFFSET PLATEMAKER

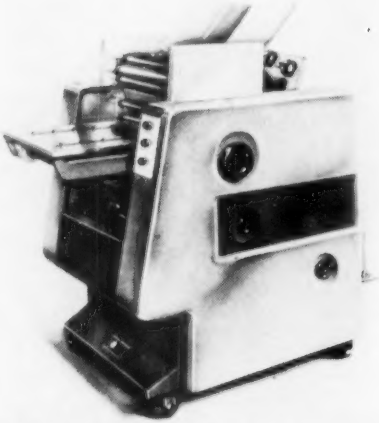
Photorapid of America, Inc., 320 Broadway, New York 7, N. Y., announces the automatic Printaphot pneumatic printer for presensitized offset plates, photocopies



and blueprints. Swinging lamps permit easy, fast and simple insertion of the material to be copied, and facilitate photographic stripping work and part exposures. Parts of the material can be covered while exposing without interrupting the vacuum on the glass plate. The built-in vacuum meter is connected with the vacuum cover and eliminates faulty copies due to contact failures. A vacuum control valve allows shutting off the suction air so that the vacuum can be closed or opened for ventilating the glass plate. The precision spring timer has two ranges: from 2-60 seconds for photocopies or film transfers (with yellow filter) or up to six minutes for blueprints and offset plates. There is also a switch for permanent light. **For More Information Circle No. 152.**

AUTOMATIC MAILING MACHINE

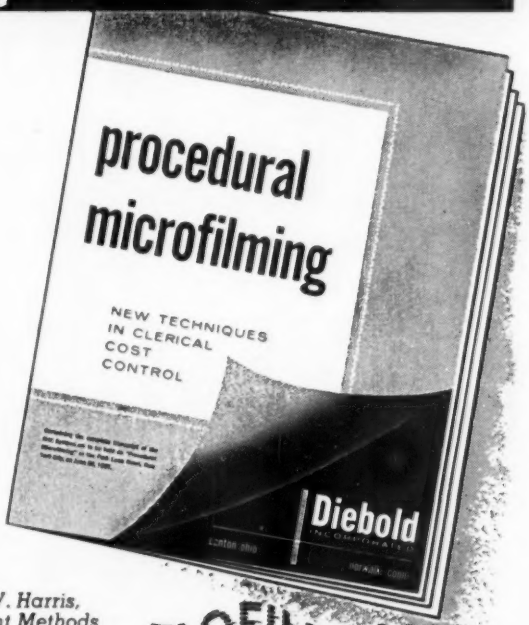
Office Dynamics Corp., Beverly Hilton, 9876 Wilshire Blvd., Beverly Hills, Calif., announces the Automailer, a machine which automatically does all mailing steps:



gathering (feeding-collating), folding, nesting, inserting, sealing, counting, error detection-correction, postal metering or indicia imprinting, stacking and delivery to mail bag in a single, one-person operation at adjustable speeds up to 6000 completed envelopes per hour. Folding and nesting can be omitted or by-passed, and the machine can be used independently as a folder or as a folder and nester. Flexibility and versatility are obtained by modular

no. 7 in a series on low cost microfilming procedures

this book can revolutionize... and **economize** your daily office procedures!



Just published by Diebold, Inc., this authoritative manual contains the complete transcript of the first symposium ever held on the use of Procedural Microfilming as an everyday office tool in Clerical Cost Control.

The symposium, held at the Park Lane Hotel in New York City, under the chairmanship of Jerome W. Harris, Publisher and Editor of Management Methods Magazine, was sponsored by Diebold and covered such subjects as:

- reduction of clerical operations
- protection against bad checks
- protection of shareholders records
- speeding tax reports
- increasing inter-city banking services
- uses of procedural microfilming in market research
- elimination of descriptive billing
- uses in budget accounting
- savings in credit operations
- uses in field audits
- savings in the educational field, etc.

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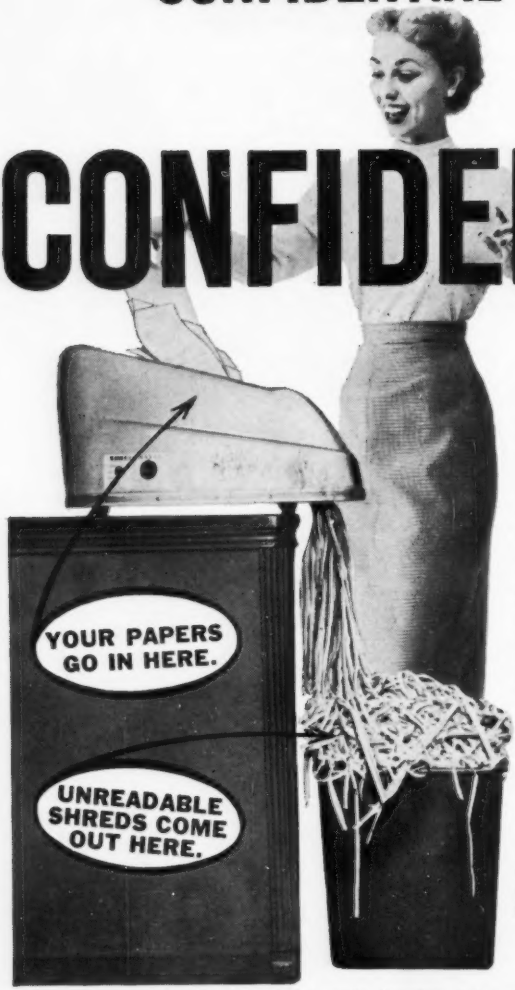
For More Information Circle No. 259

NEVER BEFORE SO SAFE, SO SURE A WAY TO KEEP CONFIDENTIAL PAPERS—

CONFIDENTIAL



Keep your confidential papers and records from the prying eyes of unauthorized persons by quick, easy destruction right in your own office with the SHREDMASTER Bantam 10. Anyone can operate. Just drop papers in and unreadable shreds come out. Exclusive gravity feed provides quicker shredding. Gives greater capacity by shredding multiple thicknesses of paper. Handsome, modern design and clean, noise free operation suitable to any office. Yours at a new low price.

FREE: Illustrated descriptive folder giving details of **10 Day Free Trial.** Just write today to
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New York 13, N. Y.
and ask for Circular 53.

THE SHREDMASTER CORPORATION
A Division of
Self Winding Clock Company, Inc.

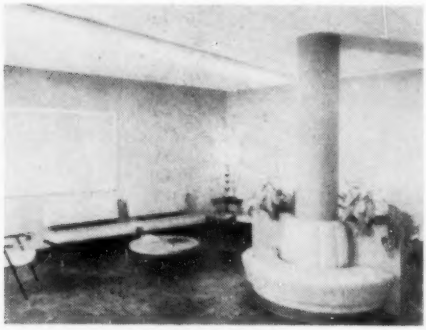
Manufacturers of the Clipper 14, only heavier duty shredding machine suitable for office use. Sales and Service in principal cities in U. S. and Canada.

For More Information Circle No. 258

construction. Standard components, such as feeder stations (to a total of six automatic ones including one sheet feeder, plus manual feed positions for both sheets and inserts), folder, postage equipment, conveyors and stackers can be added to the basic unit by the user. Though machine is automatic, manual feed positions allow feeding varying numbers of sheets and enclosures in automatic or semi-automatic operation, facilitating invoicing where statements are sent with varying numbers of saleschecks, toll slips, tab cards or other documents, or where varying numbers of statements, invoices, purchase orders, or other papers are sent. The machine will fold and insert several sheets simultaneously. It is designed to handle the most commonly used sizes and types of commercial and official envelopes and sheets up to 9" by 14". The Automailer has lifetime prelubricated ball bearings and wear-resistant plastic gears, resulting in low noise level and less than 1 hp at 110 volts (standard wall outlets) power consumption. Machine requires only 2 ft. by 4 ft. floor-space (exclusive of postage and conveyor units). It can be moved on rubber tire casters to other departments. **For More Information Circle No. 163.**

MULTICOLOR RESURFACER

Plextone Corp. of America, 2141 McCarter Highway, Newark 4, N. J., makes Plextone, an odorless multicolored sur-



facing material. It comprises particles of one or more colors suspended by a patented process and applied by spraying. As

Bud ®

TYPEWRITER TYPE CLEANER

ASK YOUR Office Supply or Typewriter Man To Demonstrate

BUD

PINK PLASTIC PUTTY

that pulls the dirt out of typewriter type rather than washing it into the machine

Easy as 1, 2, 3!
1. Flatten the putty by pressing very firmly.
2. Press it on all of the type. Do not rub.
3. Fold the putty back to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

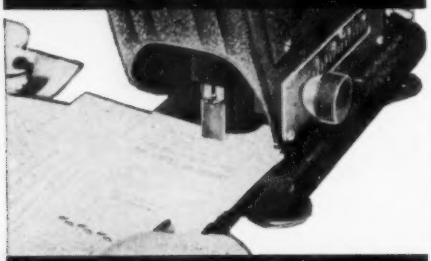
To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each
Dealers—write for sample and cost

BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

For More Information Circle No. 393

FOR REALLY AUTOMATIC
STAPLING



use Staplex
the proven automatic
Electric Stapler!

★ Where else can you get such immediate, continuous return for so small an investment? Here's a thoroughly proven electric stapler that quickly pays for itself in time and money because it is completely automatic . . . then Staplex goes right on putting savings in your pocket!

★ In over 10 years proven performance in the field Staplex has broken records for every commercial and industrial application including fastening material, bags, paper, records and others. It's the perfect companion piece for use with collators, photo-copiers, duplicators and other office time-savers.

★ Staples instantaneously upon insertion of work . . . perfect split-second stapling every time. No tiresome hand or foot controls . . . both hands free to work with. Portable . . . plugs in anywhere. Reloads in two seconds . . . nothing to lift, turn or pull out. Simple, quick set accurate adjustment up to 4¼" in depth.

IN COLOR! Staplex is now available in Suntan, Mist Green, Dust Blue, Marine Grey, Coraltone (Pink) and Black.

Staplex . . . the fastest . . . easiest . . . savingest way to staple!

THE Staplex COMPANY
775 Fifth Ave., Brooklyn 32, N. Y.

☐ Show me STAPLEX in action!
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NAME_____
COMPANY_____
ADDRESS_____

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For More Information Circle No. 377

many different colors as desired can be sprayed at one time from one container to form a multicolor pattern. Variation in the size and proportion of color particles produces infinite decorative and textured effects. Plextone is alkali-resistant and can be applied directly to any surface without priming. It is tack-free within two hours, becomes hard overnight and fully hard in about three days. One application is said to have the wear resistance and hiding properties of five coats of ordinary paint. Because of Plexton's resistance to fading, damaged surfaces can be refinished quickly at any time without leaving traces of patching. It is easy to apply, free of spray dust and non-toxic, making it safe to use with only basic precautions to protect surrounding areas. The material's anti-static properties resist dust and stained areas can be scrubbed with hard abrasives without affecting surface appearance. A Plextone finish costs about 25c a sq. ft. Virtually odorless, it can be used without interruption of regular activities. **For More Information Circle No. 139.**

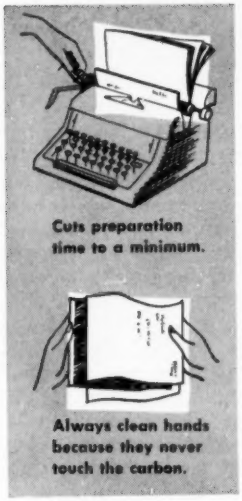
TAPE DICTATING MACHINE

GBC America Corp., 243 Broadway, New York 7, N.Y., announces the Phonetic PT-12 portable tape recorder and dictating

machine which weighs only 10 lbs. and measures 4¾" x 8" x 9½". It takes a standard 3" reel of tape, operates at dual speeds, dual tracks, and provides up to 1 hour

FASTER . . .

®ROGERSNAP CARBON SECOND SHEETS



in the *NEW*....

®Flip Out Dispenser Box

Now the stationer has a package that will sell more Carbon Second Sheets! A quality product in an efficient dispenser, plus a powerful merchandise sampling tool that does the selling for you! And it will be sold exclusively through Stationers.

ROGERSNAP
BUSINESS FORMS
P. O. BOX 10425 DALLAS 7, TEXAS

Here's a new "Goldmine" for the Stationer. Write for details.

For More Information Circle No. 241

Don't break your back digging up buried information!

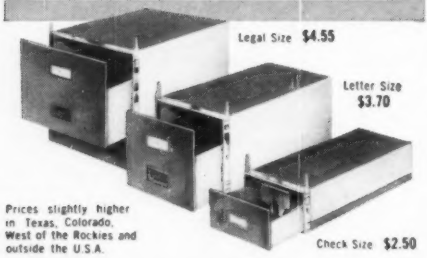
LOCATE YOUR RECORDS EASILY—No more fussing and fuming. With Pronto files your records are as active as your regular files.

BEAUTIFUL APPEARANCE—Finish in attractive olive green to match your regular office files.

STURDY CONSTRUCTION—Built of 275 lb. tested corrugated fibre board . . . reinforced with steel on the shell and the four corners of the drawers as well.

SAVE FLOOR SPACE—Prontos are constructed to interlock into solid units and stack as high as the ceiling.

PRONTO
STORAGE FILES



Prices slightly higher in Texas, Colorado, West of the Rockies and outside the U.S.A.

PRONTO FILE CORPORATION
415 MADISON AVENUE, NEW YORK 17, N.Y.

For More Information Circle No. 381

and 20 minutes of recording time. Machine is operated by push-buttons for recording or transcribing. Precision tape counter permits immediate location of any portion of tape. Available accessories include dual earphones, telephone recording pickup, auxiliary input and output cables, special microphones and portable voltage inverter to use machine in autos, planes, boats, etc. List price of $169.50 includes microphone, reel of magnetic tape, rewind reel and leatherette carrying case. **For More Information Circle No. 125.**

ADDING MACHINE

Typesales-Brunsviga Corp., 419 Broome St., New York 13, N.Y., importers of Brunsviga Adding Machines and Calculators, are making the Brunsviga Model 111RT large capacity electric adding machine available on a rental basis through

their dealers. Machines can be rented for as low as $12.50 a month with complete maintenance. After three years, lessees may purchase the machines for a nominal amount. Typesales-Brunsviga will trade-in machines replaced by Brunsvigas for cash or apply the amount against rentals. The Brunsviga 111RT is a low priced, quality machine listing ten and totaling 11 columns. It has multiplication key for addition and subtraction with automatic clearing after repeat. Credit balance prints in red. Correction key for individual and total clearing. Single and double spacing with

Bruning Copying Machines Make *"Heavenly"* Paperwork Savings for Famous Carpet Company!

James Lees and Sons Company, famous makers of "those heavenly carpets by Lees," uses modern Bruning Copyflex copying machines to process over 150 different forms and reports on a fast one-writing basis.

In one warehouse order-invoice operation, alone, Copyflex saves over $10,000 annually in clerical work. Customer invoices are mechanically reproduced by Copyflex directly from original written or typed orders. This has completely eliminated clerical rewriting, retyping, and proof-reading; has saved the expense of three typists during peak-load periods.

You, too, can eliminate a vast amount of clerical work with Copyflex. Machines are clean, odorless, economical—letter-size copies cost less than a penny each for materials. Desk Top Model, shown above, is $555. Larger models available. Get full information about Copyflex by mailing the coupon now.

See Us at the NOMA Show Chicago May 25-29

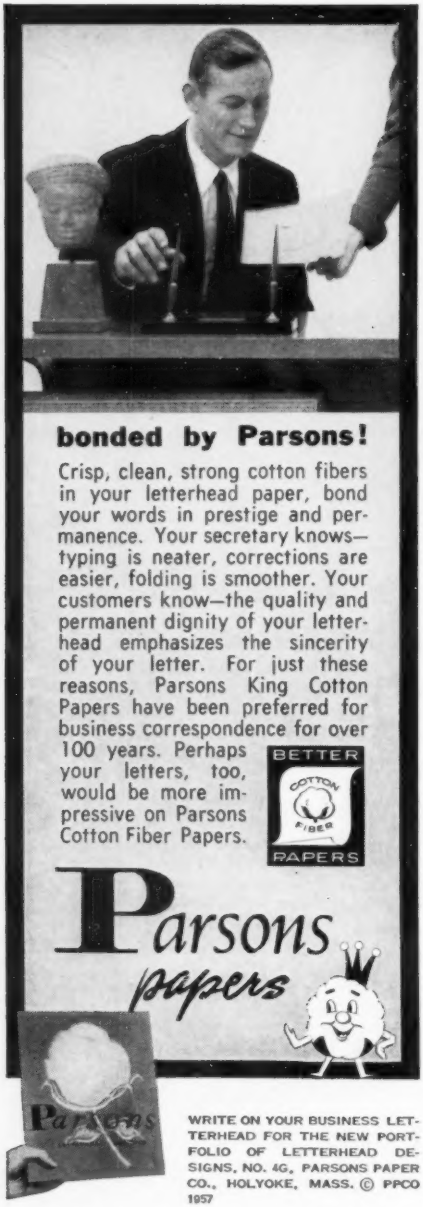
BRUNING *Copyflex*

Charles Bruning Company, Inc., Dept. 52-G
1800 Central Road, Mount Prospect, Ill.
Offices in Principal U. S. Cities
In Canada: 105 Church St., Toronto 1, Ont.

Please send me booklets on Copyflex for
☐ Order-Invoice ☐ Other applications

Name_____ Title_____
Company_____
Address_____
City_____ County_____ State_____

For More Information Circle No. 310

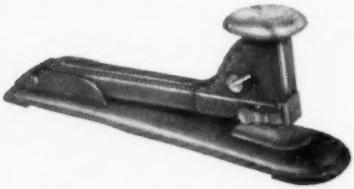


For More Information Circle No. 382

automatic double space before and after subtotals and totals. Motor for AC and DC with radio and TV interference suppression. **For More Information Circle No. 189.**

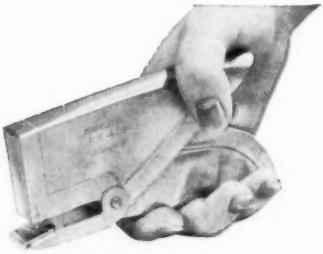
STAPLERS

Markwell Mfg. Co., 200 Hudson St., New York 13, N. Y., is producing the following staplers for immediate delivery.



The Markwell RF Staple-Master comes with 1000 assorted staples and can use Markwell RF (¼″ leg), RFD (5/16″ leg) and RFL (⅜″ leg) staples interchangeably without any machine adjustments. This stapler will staple, pin and tack. The

Markwell RF Staple-Span has a 12″ throat and comes with same staples as the Staple-Master for use without machine adjustment. The Staple-Span will staple and pin. Both machines load 250 staples. The



Markwell RX Hand-Clip is a plier stapler available in executive chrome finish or regular gray wrinkle. It comes with 500

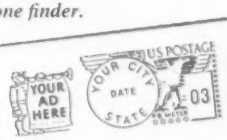
• Your branch office mailing gets *uniform, company-wide postage control* when it's done with a postage meter. And Pitney-Bowes' little DM (desk model meter) was designed especially to give *branch* offices, however small, the same benefits of metered mail as the *home* office enjoys. Faster mailing —real savings in time and postage.

• The low-cost DM prints postage for any kind of mail including parcel post. And it prints your own small ad alongside the meter stamp, if you like. It even has a moistener for sealing envelopes. Never runs out of needed denominations. Protects postage from loss, damage or misuse. Automatically accounts for postage used and on hand.

• One user in three averages less than $1 a day for postage. The DM does away with adhesive stamps and lick-and-stick mailing. And metered mail, already postmarked and canceled, needs less postoffice handling, often can catch earlier mail trains and planes.

• There's a meter model, hand or electric, for every branch office, large or small. Ask the nearest Pitney-Bowes office to show you. Or send for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*



PITNEY-BOWES
Postage Meter

Offices in 107 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3460 Pacific St., Stamford, Conn.
Please send free ☐ *booklet* ☐ *Postal Rate Chart to:*

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Address _____

For More Information Circle No. 313

Specially designed for V.I.P.'s

TRU-SITE®
NON-GLARE GLASS TOPS

ALMOST INVISIBLE GLASS WITHOUT GLARE

What welcomed eye-comfort you get with Tru-Site. That's because a Tru-Site *non-glare* glass top stops annoying, eye-straining light reflection while it protects your desk with an almost invisible glass. No wonder Very Important People insist on *glare-free* Tru-Site.

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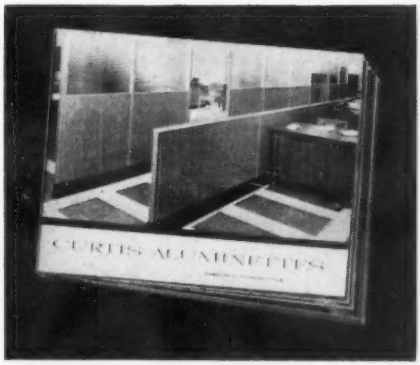
DEARBORN GLASS COMPANY
6600 SOUTH HARLEM AVENUE, BEDFORD PARK, P. O. ARGO, ILLINOIS

For More Information Circle No. 316

staples and interchangeably uses 3/16″ and 5/16″ legs. This compact plier stapler loads 100 staples for stapling and pinning. For illustrated literature, **Circle No. 175.**

PARTITIONS

Curtis Office Partition Co., 103 Union St., Brooklyn 31, N. Y., makes Curtis Aluminette partitions which combine extruded aluminum with plastic, metal or fabric surfaces for solid or partial walls in a variety of textures and colors. The laminated plastic comes in oriental walnut, platinum walnut and mahogany grains or plain yellow. The metal comes in off-white, metallic gray, metallic green and desert sage baked enamel finish. The mar-resistant vinyl fabric panels are available in many textures and colors including pastel cloud gray Madagaska, pine green



handloom, sand boucle and limed white woodtex. Made in four basic styles, there are ten standard stock widths at 6″ intervals from 12″ to 66″ and four standard stock heights from 42″ to 72″. Other

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FIVE FEET OF SHELF SPACE

Used By Thousands of Industries, Schools, Libraries, etc. U. S. Govt.

STURDY & DURABLE

Choice selected 1¼″ maple. Sloping shelves angled for title reading, doweled and bolted to assure durability. Side-riveted swivel casters by Bassick with resilient rubber tires. Rolls smoothly with a full load.

Walnut Finish or Natural Wood Finish

32″ long, 13″ deep, 31″ high, 14″ between shelves

ATTENTION

It's here—a mobile office unit—New, Functional. o o o It rolls o o o

$49.50

F.O.B. Factory Stamford, N. Y. Weight 49 Lbs.

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A Subsidiary of The Grolier Society, Inc. Publishers of The Book of Knowledge and Encyclopedia Americana.

For More Information Circle No. 379

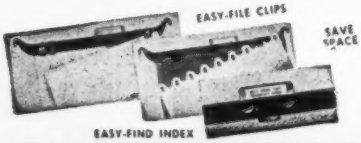
When you learn how *simple* and *easy* it is to FILE and FIND Stencils and Offset Negatives or Masters — using the MIM-E-O Spring Clip method — you'll never again make work for yourself the old, "never-sure" way!

In MIM-E-O Files stencils and masters "hang" vertically on individual steel hangers — free from pressure, oxidation, scratching or other harmful handling abuse — *indexed for instant finding* — which means *fast* and *profitable* re-runs.

LOW-COST, sturdy MIM-E-O Verfical Files protect your costly investment in originals—photos, artwork, ruled forms, typing. ALL costly preparatory work is SAVED.

SEVEN (7) models available to SAVE and PROTECT your Stencils and Offset Masters. Capacities from 100 to 1400.

PROMPT SHIPMENT FROM STOCK



MIM-E-O STENCIL FILES CO.
2027 W. North Ave. • Chicago 47, Ill.

500 Distributors . . . coast to coast to help you solve your stencil or offset filing problem.

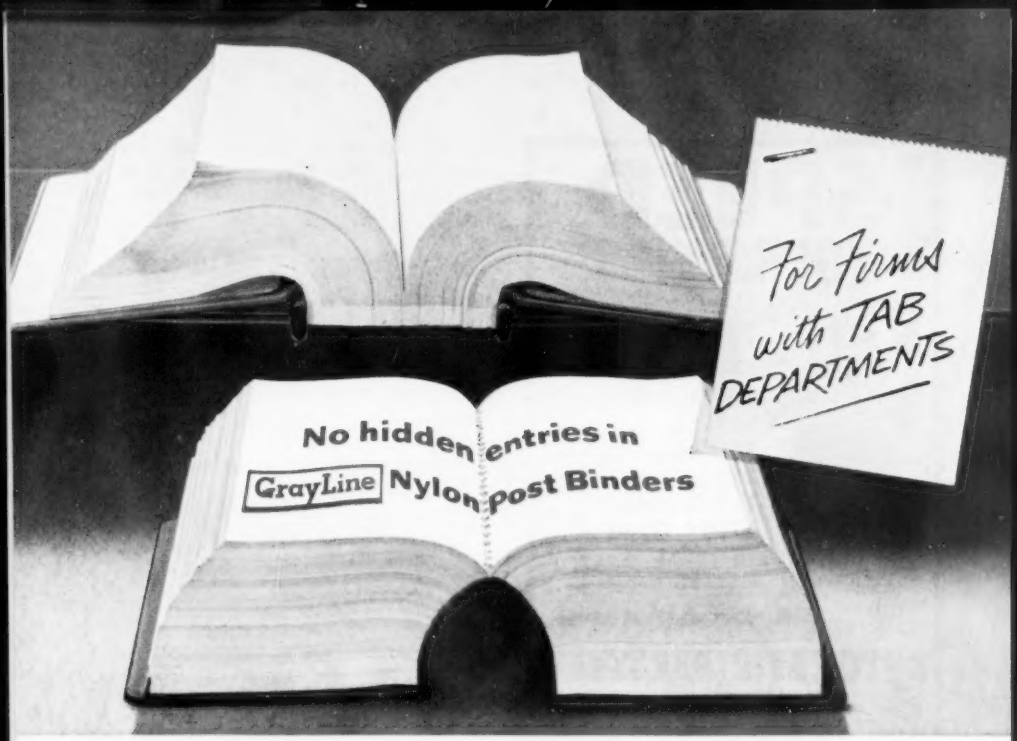
For More Information Circle No. 378

heights are available and panel size in plastic and fabric can be altered to meet user's requirements. Extremely lightweight, the partitions are easily installed. Each panel has its own storage and shipping safety compartment for its glass sections. For illustrated literature, **Circle No. 178.**

CHANGE DISPENSING CASH REGISTER

National Cash Register Co., Dayton 9, Ohio, announces a change dispensing cash register consisting of two units: a change computing register and an automatic coin dispenser located separately from the register for the customers' convenience.

After ringing up a sale, the clerk records the amount tendered by the customer. The register computes correct change and causes dispenser to release proper coins. The clerk hands the customer the number of bills shown on the register's indicator. This eliminates the time wasted in busy stores by clerks who must figure, count and check change. Survey shows 85% of food store sales require change, half of which involves only coins. In variety stores, two-thirds of the transactions require change and 75% involves only coins. The automatic change dispensing feature can be added to NCR change computing cash registers now in use; costs $375. It



We put the arch where it belongs ...in the posts...not the pages

You can read everything on all pages in GrayLine Nylon Post Binders including data in the center margins

All sheets lie flat in the lower binder—because the arch required to turn them is provided by the Nylon Posts instead of the sheets themselves.

If you file, store, refer to or analyze data tabulated on continuous forms you have the problem of keeping such records in convenient and accessible manner.

Wilson Jones GrayLine Binders with *plastic posts* of amazing strength, durability and *flexibility* are the solution.

Ask your office supply dealer for a demonstration today. If he can't supply you send us the coupon on the right.

WILSON JONES
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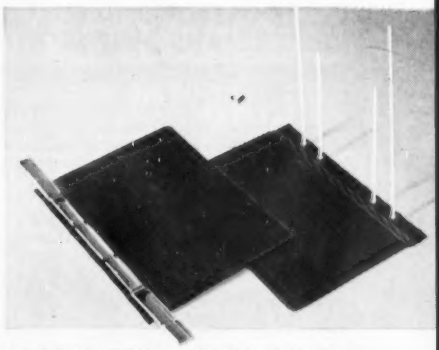

WILSON JONES COMPANY, Dept. 05
209 S. Jefferson St., Chicago 6, Illinois

Please send us complete information about GrayLine Nylon Post Binders and GrayLine Business Forms.

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SPEED YOUR TYING

TIE LETTERS, PARCEL POST, CHECKS, BOXES, CIRCULARS, LABELS, PRINTED MATTER AND THOUSANDS OF OTHER ITEMS 10 TIMES FASTER *with an*

AUTOMATIC PAK TYER

Low in cost. This **ALL-PURPOSE** Tying Machine will tie any size or shape package tight. No adjustments needed. Easy to operate and maintain. Ties cotton twines, tapes, and braids. Several models to choose from.

LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

FELINS TYING MACHINE CO.
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Milwaukee 16, Wis.

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DRAWING INSTRUMENT FOR DUPLICATING

Fine lines and detailed drawings are easy to make on duplicating stencils and spirit masters with the ELECTRO-STYLUS. Use it like a fountain pen. Trace artwork. Get perfect reproduction without lines spreading. Draw over typewritten copy—stencils won't tear. ELECTRO-STYLUS, with 5 different points, only $14.50 postpaid. Moneyback guarantee.

ELECTRO-STYLUS, Forsyth, Missouri

For More Information Circle No. 362

makes it easier to balance cash and reduces cash differences at the end of the day. **For More Information Circle No. 130.**

POSTING STATION

LeFebure Corp., Dept. O, Cedar Rapids, Iowa, has developed an Electronic Posting Station which is a complete work center for the bookkeeper. During the posting operation, sheets are within easy reach of the operator in a W rack recessed into the surface of the unit. The station is available with desk surface at either left or right. Drawers provide storage

space for the machine's cover, personal effects, supplies and extra ledger sheets. In addition, a compartment is available as an extra accessory for paper clips, rubber bands, etc. This compartment hangs on the cover and can be removed at the close of the business day. When the unit is not used for posting, the top closes and a linoleum covered work surface is available for many supporting operations, such as checking journals, preparing lists and fine sorting in preparation for posting. Outside dimensions are 28″ high, 49½″ wide, 20″ deep. Available with one or two drawers or a door in place of the drawers. **For More Information Circle No. 173.**

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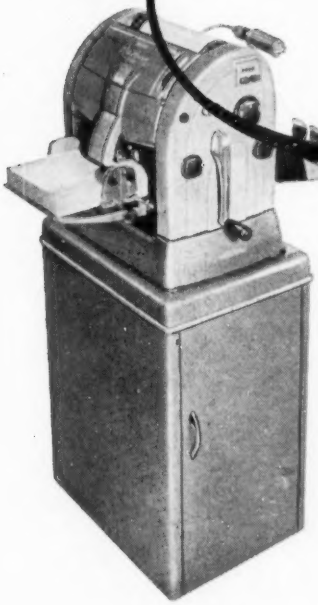
ULTRA MODERN STENCIL DUPLICATING

CUTS COSTS TO THE BONE

ELECTRO-REX

Insert clippings from catalogues, printed matter, drawings or even a photograph around the right drum of Electro-Rex.

While the drums rotate, a photocell electronically scans all details, and a stylus perforates them onto a plastic stencil or an offset plate. Finest scanning—125 to 750 lines per inch



PRINTER

REX-ROTARY D-280

The heavy-duty Rex Rotary D-280 duplicator—the companion machine to Electro-Rex—is coordinated to produce best reproductions from Electro-Rex stencils with genuine quick-drying paste ink comparable to fine printing. Its mathematically accurate printing press registration makes it possible to print even beautiful multi-colors. All this is so simple that anybody in your office can do it.

Ask for More Detailed Information and Demonstration!

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REX-ROTARY DISTRIBUTING CORPORATION

387 Fourth Avenue, New York

For More Information Circle No. 250

BALLPEN

Fisher Pen Co., 7333 Harrison, Forest Park, Ill., makes an Ink-Pen-Cil that features the utility of a lead pencil and the quality of a fine ballpoint pen with choice of standard, fine and extra fine points. Made to sell for 49c, the Ink-Pen-Cil can be discarded when dry and entire unit replaced at a cost comparable to standard refill. Constructed of brightly colored injection molded plastic, similar in size and shape to a wood lead pencil. A special quick drying ink is used and each pen is guaranteed by Fisher to produce over two miles of easy, smudge-free writing. Ink-Pen-Cils come in the standard blue and black ink colors as well as brown, green, red and turquoise. The pastel colors will interest women who favor popular tinted note papers and business people who find a choice of color a help in bookkeeping. Pens are available with a clip fitted cap and are packaged in boxes of 12 or in a rocket shaped display rack that holds two, four or six dozen pens. **For More Information Circle No. 136.**

AIR CONDITIONER

Whitehall Engineering Co., 1630 S. Michigan Ave., Chicago, Ill., makes the Kool-A-Bout portable room air conditioner that does not need a window for its cooling source. It refrigerates, freshens, dehumidifies and circulates air and is said to give a cooling efficiency equal to two ¾-hp conditioners. Can easily be moved from office to office and it uses only the amount of current of an electric iron. It

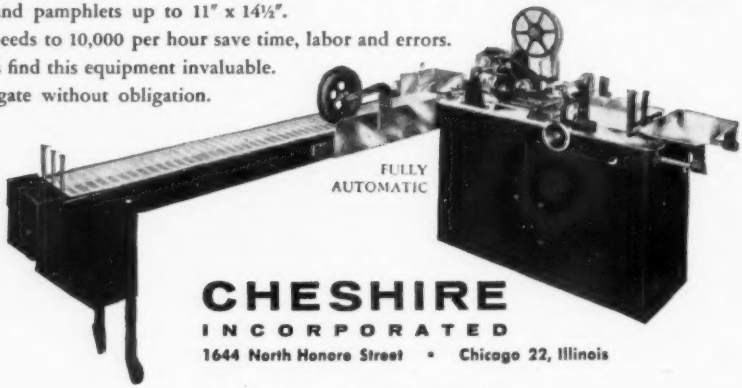
VOLUME MAILERS USE

CHESHIRE

LABELING EQUIPMENT

All addressing systems operate more efficiently, accurately and economically with the addition of this CHESHIRE machine to apply pre-addressed labels to envelopes, post-cards and pamphlets up to 11" x 14½".

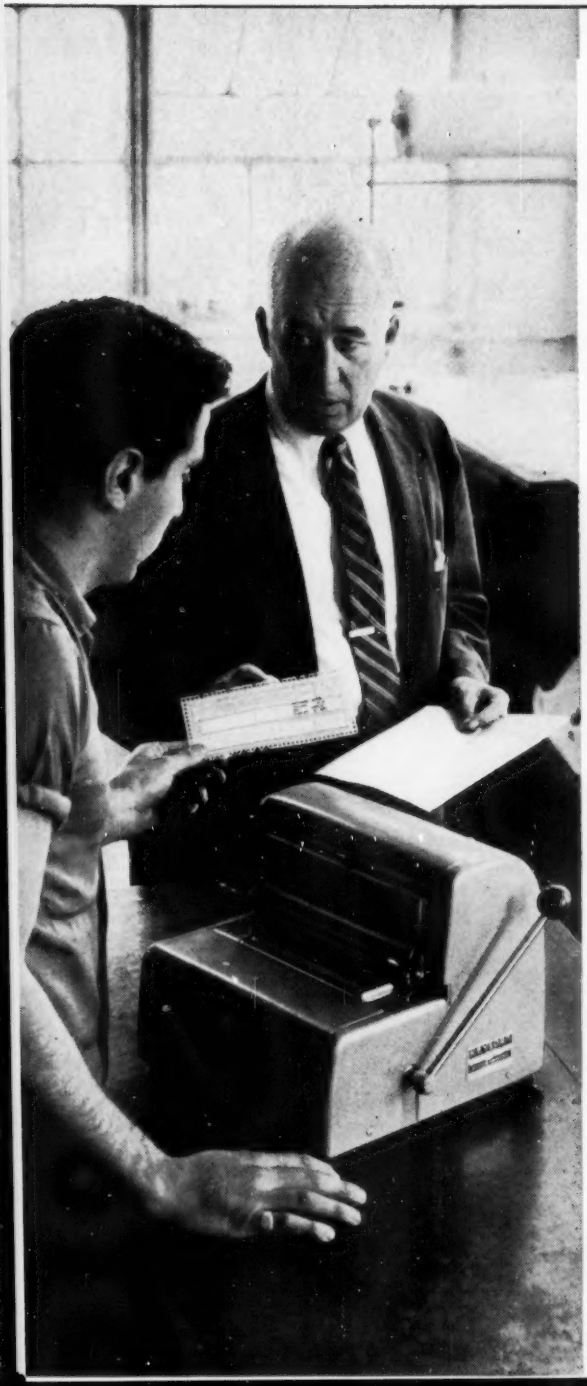
Speeds to 10,000 per hour save time, labor and errors. Mailers find this equipment invaluable. Investigate without obligation.



CHESHIRE
INCORPORATED
1644 North Honore Street • Chicago 22, Illinois

For More Information Circle No. 383

Easier, more accurate punched-card controls... faster management reports!



New Keysort Data Punch imprints and punches in a single operation

Conveniently located to serve such varied applications as labor control, sales and order analysis, maintenance control or costing, Keysort Data Punch simultaneously *imprints* and *code-punches* production or sales information (such as—in labor control—work center, order and operation number, clock number) onto easily-sorted Keysort punched cards. Far faster, more legible than hand-written records. Compact, rugged, error-proof, the Keysort Data Punch speeds cards direct to accounting . . . makes possible complete, accurate compilation of *earlier* management reports.

Learn how Keysort Data Punch—in conjunction with Keysort punched cards—can today speed to your desk the timely reports necessary for true modern management control. The nearby McBee man will be glad to demonstrate the Data Punch's exclusive advantages. Phone him or send coupon for illustrated folder.

MCBEE

KEYSORT DATA PUNCH

ROYAL MCBEE Corporation

Port Chester, N. Y.

In Canada: The McBee Co., Ltd., Toronto 16

TO

To: Keysort Data Punch
Royal McBee Corp., Port Chester N.Y.
Please send me complete information on the Keysort Data Punch.

*Name*_____

*Title*_____

*Firm*_____

*City*_____

*No. of Employees*_____

For More Information
Circle No. 140

SPECIAL OFFER!

"Get a new surf-green de-luxe desk dispenser *FREE* when you order one at regular price with 12 rolls of "SCOTCH" Cellophane Tape!"

Color-matched with new office furnishings

Neat, convenient

Weighted, non-marring rubber base

HERE ARE 2 BIG DEALS TO SAVE YOU MONEY!

DEAL "R" Buy one handy "SCOTCH" De Luxe Desk Dispenser. Buy 12 rolls "SCOTCH" Cellophane Tape (¾" x 1296"). Get free a second surf-green "SCOTCH" Dispenser.

DEAL "S" Buy one handy "SCOTCH" De Luxe Desk Dispenser. Buy 12 rolls "SCOTCH" Cellophane Tape (½" x 1296"). Get free a second surf-green "SCOTCH" Dispenser.

Ask your supplier for Deal "R" or "S". Order now—offer expires June 30, 1958

THE TERM "SCOTCH" IS A REGISTERED TRADE-MARK OF THE 3M COMPANY, ST. PAUL 6, MINN.
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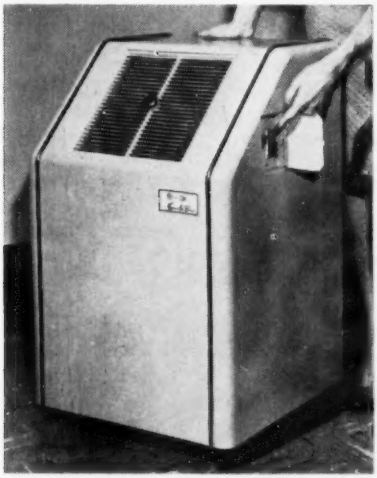
MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

For More Information Circle No. 254

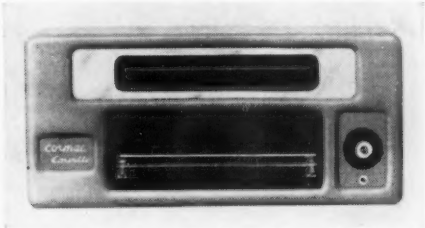
can be plugged into any electrical outlet, is mounted on four ball bearing rubber casters and has a furniture styled exterior



finished in beaver brown. Cooling is controlled by a thermostat and five push-buttons in a concealed box on the side. Water circulation is obtained by plugging the snap-on, snap-off hose into a nearby tap. An automatic valve regulates water flow and a four position air discharge grill directs air flow. Two speed operation of air circulation and cooling is provided and the filter is washable. **For More Information Circle No. 108.**

PHOTOCOPIER

Cormac Photocopy Corp., Dept. 81, 80 Fifth Ave., New York 11, N. Y., announces the Golden Corvette copying ma-

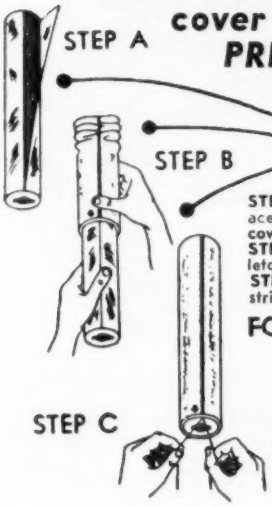


chine, a high-production, low-priced unit especially designed for small business firms, company departments and branch

MULTILITH OPERATORS up to 50%

NOW YOU CAN CUT COSTS

cover your own dampening rolls with PRESEWN TRI-MOL molleton covers



IN 5 to 10 MINUTES ANYONE IN YOUR OFFICE can put on their own dampening roll TRI-MOL Molleton covers. It's as easy as A-B-C (see illustrated steps at left). Send in your order today or write for more information.

STEP A — Wrap acetate (sent with cover) around roller
STEP B—Slide TRI-MOL Molleton cover (as shown) onto roller.
STEP C — Tie ends and cut excess string THAT'S ALL THERE IS TO DO!

FOR ALL MULTILITH & DAVIDSON PRESSES

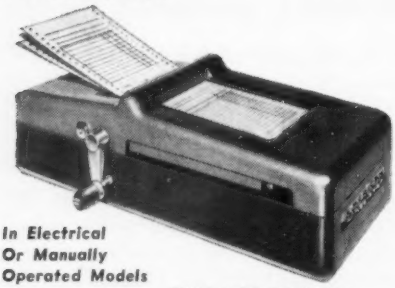
For further information, write:

ROLL-O-GRAPHIC CORP.
133 Prince St., New York, N. Y.

DEALERS AND DISTRIBUTORS INQUIRIES INVITED

For More Information Circle No. 363

There's no jamming, no snagging, no delays, with the Fool-Proof, Trouble-Free American Pinfeed Register. The fast, smooth, dependable operation is only part of the story.
Combined with American's precision-printing and numbering, marginally controlled forms, and long-wear Superite carbon, or NCR Carbonless paper, you have an unbeatable combination for speed, and Accurate Record Control.



In Electrical Or Manually Operated Models

SEND FOR DETAILS

AMERICAN REGISTER CO.

505 E. First St. Boston 27, Mass.

For More Information Circle No. 380

offices. This all-purpose automatic, electric plug-in machine has an 11" copying width, continuous feed, and is twice as fast as other models. It will reproduce typing, printing, any ink color, ball or fountain pen writing on tissue thin paper, opaque bond or sheets printed on one or both sides. It allows decentralized automatic copying away from main reproduction departments and in any office where the job can be done in a few seconds, for a few cents, by any unskilled employee. Made in an injection molded unbreakable plastic cabinet, the Cormac Golden Corvette is available in modern office gray with silver Mylar trim at $229. A model in executive white with golden Mylar trim, at no extra cost, is available for executive offices. Machine is 9½" x 22" x 7½", weighs 17 lbs. **For More Information Circle No. 172.**

PORTABLE TYPEWRITER

Cole Steel Office Machines, Inc., 415 Madison Ave., New York 17, N.Y., announces the 1958 Cole Portable Typewriter which combines rugged performance with functional design. Weighing only 8 lbs. 8 ozs., the Cole Portable gives office

machine performance. A special tooled construction creates Cole's whisper-touch keyboard for complete typing ease. Other features include straight right-hand margin, visual end-of-page indicator, finger molded keys, card and label holder, erasure table,

Print Bulletins, Sales Letters, Forms . . . sharp, c'ean copies of anything typed, written or drawn. **Conqueror Mark II Automatic Electric Spirit Duplicators** deliver 110 copies per minute, post card to legal size, in 1 to 5 colors . . . at the touch of a button. There's no effort on the operator's part for these Conquerors run without watching and ***even turn off automatically.*** They conquer every duplicating job with speed, ease and neatness . . . and they're ***priced much below comparable machines. Mail coupon today!***

The HEYER Corporation
1821 S. Kostner Ave., Chicago 23, Ill.

Please send me FREE 16 page booklet on Heyer Mark II Conqueror Duplicators with valuable information on spirit duplicating.

5-58

NAME ..... POSITION .....
COMPANY .....
ADDRESS .....
CITY ..... STATE .....

For More Information Circle No. 314

Visi-Shelf can increase your present filing capacity by almost 200%!

America's First and Foremost Shelf Filing System with —

more FILING CAPACITY —
Visi-Shelf units are available with from 7 to 10 Openings High (or up to the ceiling if desired!)

more RECORD PROTECTION —
Patented, light weight Doors available on all Visi-Shelf units!

more FILING PRODUCTION —
Visi-Shelf's exclusive "Facile Guide Pull" provides more accurate filing; quicker reference!

OVER 4,000 VISI-SHELF INSTALLATIONS IN ALL PHASES OF AMERICAN BUSINESS SINCE ITS INTRODUCTION A FEW YEARS AGO

Visi-Shelf FILING SYSTEM

Write today for free catalog and name of nearest dealer.

VISI-SHELF FILE, INC.

225 Broadway, Dept. A
New York 7, N. Y.

For More Information Circle No. 16

paper supporter and quickly set margin stops. Available in pica, imperial or elite type; and in mist green, desert sand, Cole gray, Alpine white and Pompei red. List price is $94.50 plus tax and includes a custom-designed traveling case of fly-light plastic. A luggage leather case is available at a small additional charge. **For More Information Circle No. 126.**

PHOTOCOPY METER

F. G. Ludwig, Inc., 1202 Coulter St., Old Saybrook, Conn., makes the Contourometer voltage meter which eliminates timing guesswork, and resultant time and materials waste, in photocopying. The meter was developed for use with portable photocopiers in places where current may vary due to inadequate wiring or overload. Incoming current can be set at 110 volts and locked in place. Materials to be copied in the field can then be tested for precise timing at this voltage. In this way, the amount of lumens hitting the copying paper are held constant under widely varying power conditions, or even peakload circumstances in a heavy industrial plant. Recopying, due to over- or under-exposed

copies, becomes unnecessary. The certainty of perfect copies in the field eliminates the need to carry developing chemicals when the portable copier is used away

'TOP-DRAWER' FOR EVERY USE

1 pound

4 ounces

HIGHEST QUALITY PURE RUBBER BANDS—CONFORM TO FEDERAL SPECIFICATIONS. In 1-oz., ¼ lb. and 1 lb. boxes and bulk. ¼ lb. box has handy dispenser flap.

PLYMOUTH RUBBER COMPANY, INC.

since 1896

CANTON, MASSACHUSETTS

For More Information Circle No. 384

from its usual location. In the regular location, the Contourometer maintains constant light intensity for photocopying of all types of records. The Contourometer operates on AC and DC, weighs 12 ozs., costs $19.85. **For More Information Circle No. 188.**

SAFES

John D. Brush & Co., 554 West Ave., Rochester 11, N.Y., announces the granting of the Underwriters' C Label to its entire line of single-compartment Sentry floor safes. The Class C label indicates that safes are able to withstand a one-hour 1700° F. fire test, a 2000° F. explosion hazard test, and a 30 ft. drop test. The complete, low priced Sentry line includes a number of basic models and variations. The Sentry Standard (2340 cu. in.) and Sentry Major (3330 cu. in.) are available alone or with a concealing cabinet of beautifully grained African mahogany, which may also be had in walnut or blond finish. Both the Standard and the Major carry the Class C label. A two-compartment Sentry Record Safe, with two doors and two combinations for restricted use; and

two Sentry fire-resistant wall safes are also made. All Sentry floor models feature Vermiculite insulation, heavy all-welded

Help Reduce Sickness Absenteeism

Increase Office Efficiency with

OZIUM®

the Glycol-ized

AIR FRESHENER

OZIUM instantly sprays away smoke and unwanted odors. Freshened air always results in greater efficiency. OZIUM also reduces air-borne bacteria. Its regular use will help provide better health protection for your staff and lessen sickness absenteeism.

ASK YOUR OFFICE SUPPLY DEALER FOR A DEMONSTRATION

NEW *No. 500 Patented Meter Valve assures 500 Individual* Measured *Sprays. No. 3000 Dispenser provides 3,000 or more "King Size" Individual* Measured *Sprays for large areas.*

Manufactured by **WOODLETS INC.** 2048 Niagara St., Buffalo 7, N.Y.

For More Information Circle No. 385

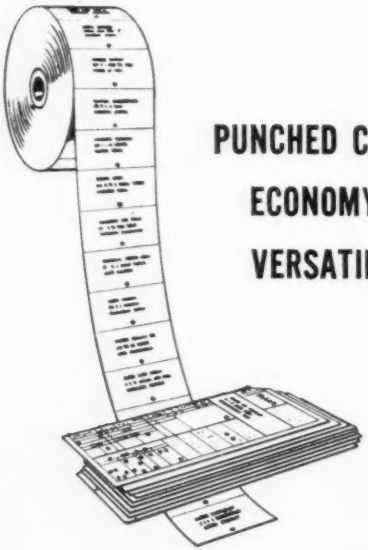
IS YOUR OFFICE DOUBLE PARKED?

TRAFFIC jams, noise, reduced efficiency and production . . . these are the daily and costly hazards of an overcrowded office. However . . . they can be eliminated . . . quickly, easily and economically, through the use of PARTITIONERS. You'll be amazed at how much more room these movable walls will provide for your personnel, your departments, your equipment. And, they're so easy to assemble that you can install a complete Partitioner office in just an hour, without any disruption of work routine.

OUR free floor planning kit will enable you to plan a bigger and better office layout . . . one in which double parking and its hazards are completely eliminated. Send for it, and our catalog today.

MARNAY SALES DIVISION
ROCKAWAY METAL PRODUCTS CORP.
1270 Broadway, New York, N. Y.

For More Information Circle No. 268



PUNCHED CARD

ECONOMY

VERSATILITY

ADDRESS DIRECTLY

from PUNCHED CARDS

to a Wide Range of Material

Scriptomatic addresses from easily prepared CARD masters (IBM, Remington-Rand, Samas or ledger or index cards) directly to Tape, Envelopes, Wrappers or Booklets on *one* machine. Models for every addressing or data writing problem.

Write for File,
"Scriptomatic Methods"

SCRIPTOMATIC, Inc.
306 North 11th Street, Phila. 7, Pa.

Scriptomatic ®

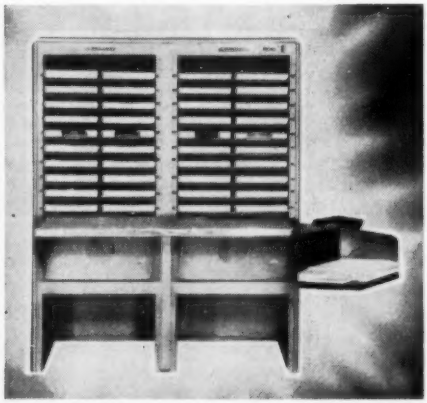
S-701R

For More Information Circle No. 386

construction, built-in three-number combination lock, heavy duty bank vault type lock bar and baked enamel finish. **For More Information Circle No. 113.**

40-PAGE COLLATOR

Collamatic Corp., 1115 State Highway 23, Wayne, N. J., makes the Model 4000 40-page electric collator for use where from 50 to 250 sets of 20 or more pages are collated. This machine collates from two to 40 pages at speeds up to 9600 sheets per hour. It will collate 40-page sets in less than 30% of the space



required for hand collating. Machine operates at maximum efficiency whether collating two or 40 sheets. The 40-bin collator has Automatic Production Control which delivers each collated set automatically. This is said to increase production as much as 40%. All ten Collamatic models have this feature. **For More Information Circle No. 114.**

CHECK PERSONALIZER

Vari-Typer Corporation, 720 Frelinghuysen Avenue, Newark 12, N.J., makes the Vari-Typer Check Personalizer for personalizing bank checks with names, addresses, account and transit numbers. Automation in handling checks in banks and the necessity for placing individual account numbers on all checks and imprinting account names, created the need for a simple typing machine with changeable type in

the banking field. The Vari-Typer Check Personalizer and an offset duplicator provide for check imprinting and encoding by any bank or bank imprinter. Vari-Typer's print-like copy combined with types styled for the banking industry produce checks that will compare favorably with fine printing, according to the manufacturers. A card showing selection of types available can be placed on the desk of the bank officer responsible for opening new accounts. Customer selects the type style he desires for his checks and his name and address, together with the selected style of type, are sent to the Vari-Typer operator who types the paper master. The master is then placed on the offset duplicator, and while the customer is completing the transaction, checks are run and returned to the officer who presents them to the customer. Vari-Typer type styles for check imprinting include Banker's Gothic, Garamond, Bodoni, Script and other type styles which permit the bank to offer a choice of type for personal imprint. In addition, Vari-Typer will provide the necessary type style for the account number and for magnetic ink character recognition. Priced at

SOUND ENGINEERING BY Gates ACOUSTINET

Beautiful, comfortable, efficient . . . the ultimate in acoustical cabinets for blanketing out harsh noises from office machines. The new Gates Acoustinets are made of Tempered Duolux Masonite on African mahogany frames, with soft QUIETEX acoustical material 2½" thick. Adjustable legs, removable top, painted with the finest Duco lacquer. May we tell you more about them?

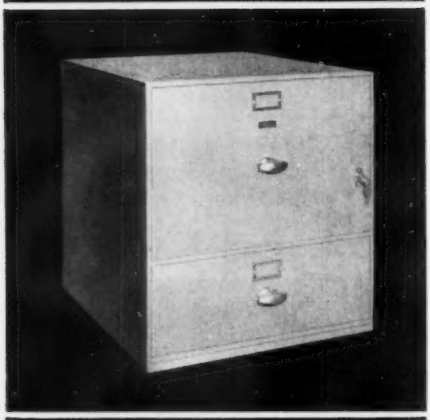
Write for details. Give machines, makes, models you use and measurements.

Gates ACOUSTINET

505 AMERICAN STANDARD BUILDING, BUFFALO 7, NEW YORK

© 1958

MACHINE-MADE ~~RECORDS~~
Ashes?



Your bookkeeping machines spew out reams of fire fodder — valuable records but potential ashes if kept in non-insulated files. Ask your Meilink dealer about Hercules® Underwriters' Laboratories-tested insulated ledger files for efficient deskside safekeeping of machine-made records. Or write for folder to Meilink Steel Safe Company, Toledo 6, Ohio.

with MEILINK SINCE 1899 it's for keeps

Most complete line of safes and insulated products

Meilink Steel Safe Co.
1672 Oakwood Ave., Toledo 6, Ohio

Please send me your folders on Meilink safes and Hercules insulated steel files.

*Name*_____

*Company*_____

*Street*_____ *Zone*_____

*City*_____ *State*_____

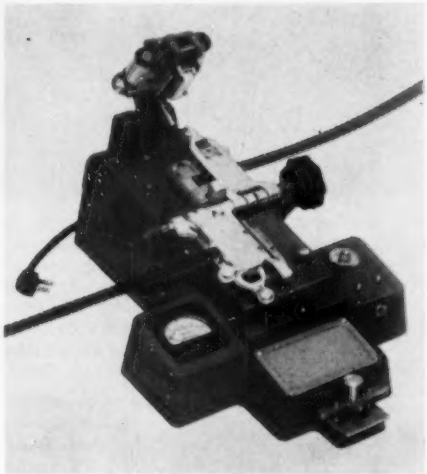
For More Information Circle No. 390

$1295, the Vari-Typer Check Personalizer features changeable type and spacing, centering scale for fast centering of names and addresses, uniform impression to achieve print-like effect in typing directly

on paper masters for offset reproduction, and a wide carriage which enables preparing as many as six checks simultaneously on one paper master. **For More Information Circle No. 193.**

TAPE SPLICER

Prestoseal Mfg. Corp., 3727 33rd St., Long Island City, N.Y., makes an automatic electric splicer for splicing digital tapes, paper, magnetic films and tapes.



Machine applies the proper combination of controlled heat and pressure within an automatic time cycle. It does not require

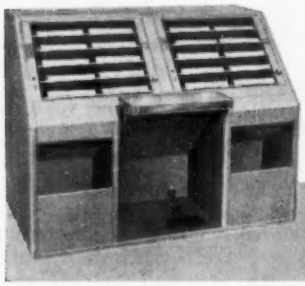
"I tried them all... the NEW Thomas Collator is years ahead!"

This may sound melodramatic, but girls do get carried away over the *New* Thomas Collator. The modern functional design looks well anywhere. It's been designed for the operator to handle collating in the *fastest* and *easiest* way possible. No more mad scrambles and hectic last minute deadlines. The Thomas Collator turns a time consuming and irritating chore into a pleasant and efficient job.

One more thing, don't be misled by gadgets or trick names; make your own comparison and you'll know why more people buy Thomas Collators than *all* other makes combined.

Thomas Collators Inc.

Dept. B, 50 Church Street, New York, New York



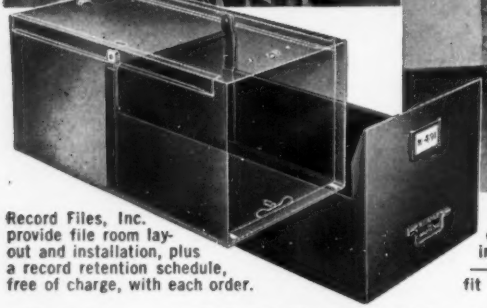
Eleven models—to meet your specific needs

For More Information Circle No. 432

EXPANSION PLANNING WITH RFI STEEL RECORD FILES...

A cluttered cardboard storage room such as this, is a costly waste of space and employee time that you can't afford.

Nylo Glide record files save 40% or more in valuable floor space and the accessibility of RFI files saves you valuable employee time.



Record Files, Inc. provide file room layout and installation, plus a record retention schedule, free of charge, with each order.

These nylon bearing smooth operating files are available in any size. No waste space —inside or out. Designed to fit the records they hold.

RFI brings you EXPANSION PLANNING. Each RFI file is a single basic unit and may be combined to go as high or as wide as you wish. Files can be added as you need them.

RECORD FILES, INC.
P. O. BOX 581 • WOOSTER, OHIO

Please have your nearest representative stop and see us at his convenience.

Name _____

Address _____

City_____ State_____

RECORD FILES, INC.
P. O. BOX 581
WOOSTER, OHIO

The great strength of Nylo-Glide files will not allow them to bulge or sag under a great load or pressure.

Nylon bearings prevent binding, cause drawers to work easily while under heavy load.

For More Information Circle No. 425

cement, adhesives or glues. Paper tape uses the overlap method; one side is compressed flat and less than double thickness is the result. Mylar and acetate tape may be overlapped, or butt-welded when no double thickness can be tolerated. Fusing is accomplished within 2¾ seconds. Splicer is sufficiently flexible to handle all size digital tapes. Overall dimensions are 9″ high, 11¼″ wide, 17″ long; weighs 17 lbs. Operates on 110-120-volt AC, 50-60 cycles. Models also available for 220 volts at 50 to 60 cycles. **For More Information Circle No. 170.**

METAL OFFSET PLATEMAKER

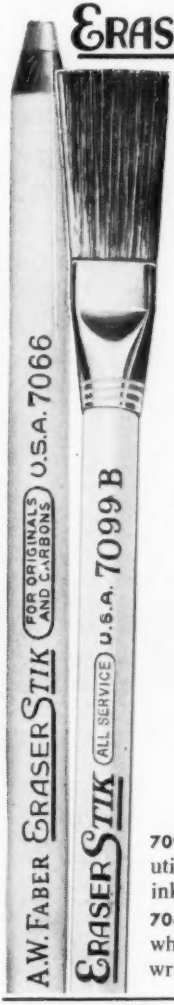
Haloid Xerox, Inc., 58-226X Haloid St., Rochester 3, N. Y., announces that metal offset masters can be prepared by xerography in only four minutes. Advantages include low cost, lengthy reproduction runs, long plate life, high quality of reproduction, no darkroom, no liquids, and no film intermediate. Field tests with unsensitized aluminum offset masters indicate runs of 100,000 and more. Printed

copies are clean and sharp, and metal masters may be easily stored or filed for reuse. Costs average 50c per finished master, including labor. Standard Xerox copying equipment is used throughout, and no accessories are needed. A powder image is produced in conventional manner on a Xerox plate, and the image is then transferred electrostatically to the metal master and fused by heat for permanency. **For More Information Circle No. 131.**

I'd just as soon give up my lipstick as my

A.W.FABER

ERASER STIK®



"Every girl who uses an A.W.FABER ERASERSTIK knows what I'm talking about. It's just impossible to do a clean letter without an ERASERSTIK. Mistakes happen—but they're no problem if you whisk 'em away with your ERASERSTIK."

Girls, become a *better* Secretary by cultivating the ERASERSTIK habit. With this pencil-shaped, white-polished beauty you *erase without a trace,* turn out beautiful letters. Pick up a few from your stationer.

Which point do you prefer?

MEDIUM or AVERAGE

THIN or BLUNT

ERASERSTIK gives you your choice

With brush **20¢**
Without brush **10¢**

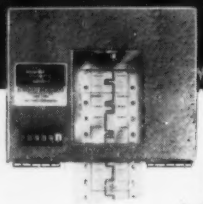
7099 and 7099B gray all-utility ERASERSTIK for pencil, ink or typewriting.

7066 and 7066B for those who prefer a soft, red typewriter eraser.

A.W. Faber-Castell Pencil Co. Newark 3, N. J.

For More Information Circle No. 391

"This $65 instrument saves me 60¢ an hour in production costs"



TIME RECORDER + TOTALIZER

what TRT is: an instrument that automatically records "on-off" time of **any machine or process.** Information is marked on a continuous, time-indexed tape. Tapes run as long as 4 months.

what TRT does: shows on tape **exactly when** "down-time" occurs, how long it lasts. Access window enables operator to write reason for stoppage. Visual counter totals **actual productive time.**

how TRT saves: TRT data-on-tape gives accurate, single-source basis for **cost-cutting** in plant or office: time study, production control, maintenance, locating of bottlenecks. Write for free Brochure OR-5

standard INSTRUMENT CORP.
657 BROADWAY, N. Y. 12, N. Y. • ORegon 3-3200

For More Information Circle No. 366

Memo

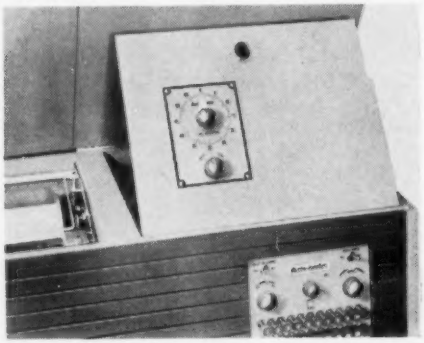
Don't buy carbon or NCR forms until you send for the FREE Cromwell catalog!

CROMWELL PRINTERY, INC.
ROTARY DEPT.
ALBANY 1, N. Y.

For More Information Circle No. 367

TYPING LINE COUNTER

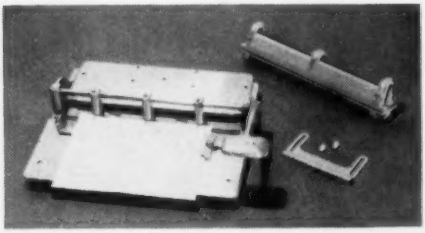
American Automatic Typewriter Co., 2323 N. Pulaski Road, Chicago 39, Ill., announces a Line Counter for its Auto-Typist equipment which automatically counts the number of lines as they are typed on a page and stops the typing at any pre-set line number. It is especially



useful where two or three-page letters are being automatically typed from paragraphs, as it eliminates the need for operator attention in stopping the typing at the bottom of each page. Can be set to shut off on any number of lines from 1 to 60, and can be installed on any Selector Model Auto-Typist. **For More Information Circle No. 109.**

PUNCH-PERFORATOR

F. P. Rosback Co., Benton Harbor, Mich., makes a combination Hand Perforator-Punch which will punch three



round holes of from 1/8" to 9/32" in diameter on centers of from 3/4" to 14". The same unit will also perforate sheets up to 12". **For More Information Circle No. 137.**

Why use a hand-operated adding machine

when now

General

offers the world's lowest priced

electric adding machine

$119.50

plus tax

Model 67 — totals to 7 column capacity—prints sub-total and total on tape — multiplies — column indicator for instant work check—weighs less than 12 pounds—Universal AC/DC motor.

Send for complete details and name of nearest dealer

Model 99 — (not shown) totals to 9 column capacity—adds, multiplies, divides, subtracts—visible adding dials, only $169, plus tax.

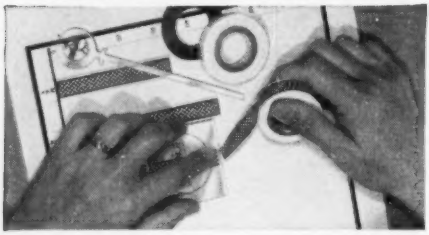
GENERAL combines elegant styling with superb engineering to bring you the most advanced adding machines on the market today.

THE GENERAL-GILBERT CORPORATION (EST. 1807) • 150 Broadway, New York 38, N.Y.

For More Information Circle No. 230

Chart-Pak

THE EASIER, BETTER WAY TO MAKE CHARTS AND GRAPHS



Save draftsmen's time — Chart-Pak pressure-sensitive tapes, precision printed with commonly used bars, lines, patterns and shapes, save hours of pen-and-ink drudgery.

(Tape No. 6223 1/16")

Better charts, quicker — Even unskilled personnel can, with very little practice, turn out really professional-looking charts.

(Tape No. 3107 1/32")

Facilitate changes — No messy erasing and re-drawing . . . just lift Chart-Pak Tape and replace it. Chart-Pak charts are reproducible by any standard method.

- Facilities for printing special patterns and symbols to order; precision tape-slitting to special sizes.

For Full Information and name of distributor nearest you, mail the coupon below.

CHART-PAK, INC.
1337 River Road, Leeds, Mass.

Please send information about Chart-Pak.

Name_____

Title_____

Company_____

Address_____

City_____ Zone____ State_____

This coupon border made with Chart-Pak Tape

For More Information Circle No. 388

OFFSET PLATEMAKING

Robertson Photo-Mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill., having completed re-design and extension of its camera line to the maximum extent, has re-designed its platemaking line. One of the outstanding units is the Plate-Mate floor type printing frame, covered by four patent-pending applications. It has a floating action hinge mechanism which increases blanket wear and assures even pressure on all areas of the plate. To operate the frame, only one hand is necessary. A single lever locks the top and bottom sections together and turns on the pump. A vacuum safety device prevents tilting the frame before contact of plate and negative is accomplished. The same

device eliminates glass breakage and arc lamp damage. The action is simple and positive in operation. The frame will accept work from minimum thickness up to ½" without adjustments, so the same frame is applicable to both engraver and lithographer. The Plate-Mate line of sinks is complete and consists of utility, developing, temperature controlled and darkroom types. Type 316 heavy gauge acid resistant stainless steel is used throughout. There are two types of stripping tables, tilting and non-tilting. Both styles are equipped with either machined chrome plate or, at a slight added cost, precision ground stainless steel straight edges. The light diffusing system assures an illumination level corner-to-corner with not over 5% intensity variation. This is accomplished by a diffusing

For More Information Circle No. 303

"Here's what PS* teamwork accomplished for us at Carrier Corp."

SAYS THOMAS F. LONERGAN, DIRECTOR, OFFICE METHODS AND PROCEDURES, CARRIER CORP., SYRACUSE, N Y.

"TECHNICAL assistance of the high order provided by Standard Register has for several years been an important part of our success in streamlining business operations by simplifying paperwork. Most recently, Standard's representatives helped us materialize our ideas in a highly advantageous data processing system for service parts order handling and inventory control. Their ready understanding of system problems and wide knowledge of the techniques for efficient record-production earn them a place on the 'PS Team'."

Do you have a paperwork problem? Skillfully designed forms, applied to appropriate machine equipment to speed the processing of serviceable records, can be the key factor in its practical solution.

This is Standard Register's specialty—the application of paperwork-simplifying forms and mechanisms to dovetail with customers' objectives. It involves close Teamwork. The tested ideas and technical know-how accumulated from broad experience serving America's businesses are available on your Team when the Standard Representative is a member.

VALUABLE DATA FREE

Read the complete details of the newest and most interesting paperwork systems currently being installed by United States business. Ask to receive your own copies of Standard's authoritative publications on Paperwork Simplification science. Write today.

Standard Register
PS PAPERWORK SIMPLIFICATION
* Business Forms

THE STANDARD REGISTER CO., DAYTON 1, OHIO
PACIFIC DIVISION, OAKLAND 6, CALIF.

Sales and Service Offices in Principal Cities
Plants at Dayton; Oakland and Glendale, Calif.; York, Pa.; and Fayetteville, Ark.

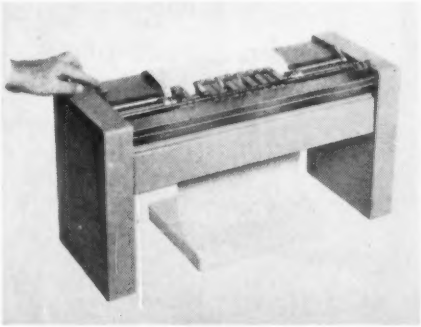
ASSOCIATES: R. L. Crain Limited, Ottawa, Ontario, Canada • W.H. Smith & Son (Alacra) Ltd., London, England • Gemah Formas Continuas, Caracas, Venezuela • Impresora Ariel, S. A., Havana, Cuba • Stea Dahlander, Stockholm, Sweden.

For More Information Circle No. 342

element under a standard glass top, replaceable at any glass outlet. The reflector design allows even a tall operator to sit comfortably at work. A very simple way of replacing fluorescent tubes is provided. Other Plate-Mates are an ink-up and utility table and a series of stainless steel dot etch tables with several types of water supply systems. It is possible to have a darkroom, gallery and platemaking room equipped with modular equipment manufactured by one company. **For More Information Circle No. 110.**

FORMS RULING MACHINE

The Wright Line, 160 Gold Star Blvd., Worcester 6, Mass., makes the Wright Liner which quickly and accurately adds vertical ruling to any size machine accounting report form. A single part form is fed through a pin-feed mechanism, adjustable to any form size, and is ruled by inking discs that can be located wherever rules are wanted. As many as 12 rules can be imprinted at one time to separate closely listed columns of figures, give columns identification and, on proof runs, give more clarity and readability. Extra columns can be added to stock or inven-



tory reports for physical checking. The Wright Liner is finished in gray vinyl bonded to steel for permanent wear resistance. Stainless steel is used on contact areas to allow paper to slide without ob-

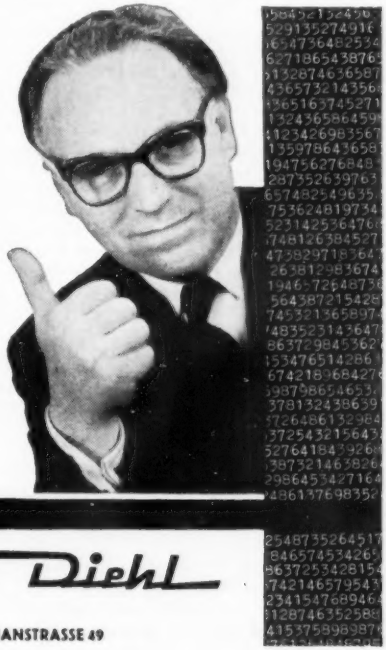
Diehl -unique !

Diehl Calculating Machines have established a reputation for quality, efficiency and value for money in more than 60 countries of the world.

Now we have pleasure in announcing revolutionary new developments in the field of Calculating Machines.

Models EvMS and DSR have storage facilities with exclusive transfer to and from the storage register.

Models DR and DSR incorporate a back transfer to the keyboard and other exclusive features which make it possible to do complicated problems in one continuous operation.

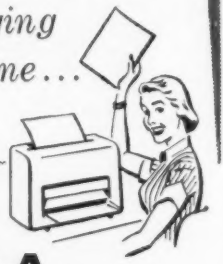


There is no comparison with Diehl

DIEHL RECHENMASCHINENFABRIK · NURNBERG · STEPHANSTRASSE 49

For More Information Circle No. 392

If you have an offset duplicator ...and a direct-print copying machine...



you need

EAGLE-A TRANSLUCENT BOND

Here's a master paper that's a star performer *two* ways! Eagle-A Translucent Bond gives you *sharper* copies when used as the master sheet with Bruning, Ozalid and other direct copying machines. And it prints so well on offset duplicating equipment, you'll find it perfect for running printed forms — for use as masters in your copying work. Eagle-A Translucent Bond can also be used for preparing positive working offset plates. Compare its performance and low cost! *Made by the manufacturers of Eagle-A Business Papers and available through Eagle-A distributors.*

free test packet

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HOLYOKE, MASS., DEPT. O

Send FREE *packet of Eagle-A Translucent Bond with printed samples and blank test sheets:*

NAME_____

TITLE_____

For More Information Circle No. 396

struction. Compartments are provided on each side for the storage of ink, inking pads, inking shaft and other supplies. A small electric motor provides power and anyone can use the machine. For jobs done regularly, an extra inking shaft, set-up for the job, can be inserted. **For More Information Circle No. 132.**

SHELF FILE CABINET

Marnay Sales Division, Rockaway Metal Products Corp., 1270 Broadway, New York 1, N. Y., makes the Simplifile steel filing cabinet, designed to save 40% floorspace and hold more filing material than a drawer file cabinet. This cabinet has three shelves and hand-adjustable steel dividers. Available with or without re-

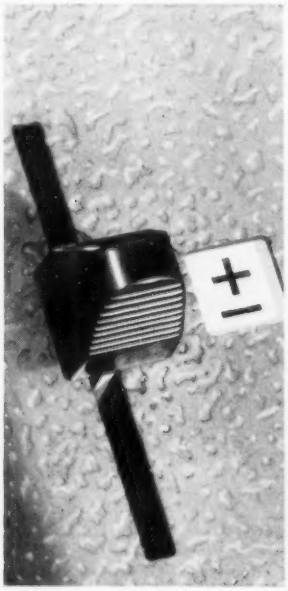
tractable doors. Since it requires little floorspace and aisle room, the Simplifile can fit into close quarters, awkward spots or an area in which space is limited. All folder edges can be seen at a glance and every folder, no matter where it may be placed on the shelves, is easy to file and to find. Both the file's top and its top door furnish convenient surfaces on which clerks can work simultaneously, making notations or changes on filed material, and eliminating trips back and forth from desks to files. The file measures 36″ wide,

Victor's new, completely automatic printing calculator with the

New Simpla-Key

Lets you automatically multiply, add, subtract, or divide with a flick of One Key!

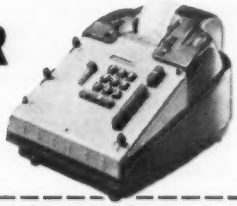
Flick Up to Multiply



Center to Add, Subtract

Flick Down to Divide

VICTOR Automatic Printing CALCULATOR



Imagine! Multiply, divide, add or subtract with the new Victor Calculator—all automatically! Just flick the Simpla-Key—enter figures as you'd write them—and the machine does the rest. Unbelievable!

A printed tape, with a true symbol, identifies figures entered and operation performed. See the unique Victor Calculator today. Convenient terms. See "V" for Victor in the adding machine section of the Yellow Pages.

VICTOR ADDING MACHINE CO., CHICAGO 18, ILL.
Victor-McCaskey, Ltd., Galt, Ontario

Manufacturer of Business Machines, Cash Registers; Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Victor Adding Machine Co., Dept. O-558
Chicago 18, Illinois

Send me complete new brochure on Victor Automatic Calculator.

Name _____

Company Name _____

Address _____

City _____ Zone ____ State ____

For More Information Circle No. 277

NO MORE
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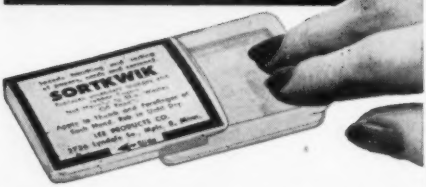
RUBBER FINGERS . . .

. . . NO MORE
MESSY
SPONGES . . .

When you use

SORTKWIK®



The invisible fingertip magic for

HANDLING PAPERS FASTER!

Easy to Use! Just apply to fingertips for greaseless, stainless, tacky film. Pick up papers quickly, easily. Speed of paper handling limited only by dexterity of operator.

Non-Allergic! Recommended by dermatologists. Eliminates irritating rubber fingers and unsanitary sponges. Long lasting. Washes off easily.

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Only 50c each

LEE PRODUCTS COMPANY

Dep't. O-5 2736 Lyndale Av. S., Minneapolis 8, Minn.

For More Information Circle No. 389

41½" high and 14" deep, and has a filing capacity of 106". **For More Information Circle No. 138.**

PAYROLL SYSTEM

C. E. Sheppard Co., 4403 21st St., Long Island City 1, N. Y., makes the Satellite one-writing pegboard payroll system built around a center line writing feature which enables completion, with one writing, of check or cash pay statement, payroll journal and employee's earnings record, including cumulative earnings. This is said to provide more payroll information faster and with greater accuracy safeguards. The Satellite system is an addition to the extensive line of Multi-Rite pegboard systems for various accounting procedures. An ample 12"x19" journal permits a payroll for up to 32 employees to be written on

one sheet. In addition to daily hours worked (regular and overtime) and weekly total, there are 13 extra columns for additional earnings or deductions. Earnings record holds complete employee information for an entire year and has space for cumulative earnings and payroll period numbers in reverse type for faster visual locating. Checks and cash pay statements are pantographed in several attractive colors, spot carbonized on the back, and preshingled in banks of ten. An entire check or pay statement can be completed with one writing while on the Satellite pegboard.

The versatile Satellite pegboard has a mahogany-grain Formica 14" x 23" writing surface for ease in use and portability. It features a sliding line finder which aligns the earnings record with the journal and

'set' your own headlines

PHOTO-COMPOSE TYPE BY DIALING!

Hundreds of different styles... in sizes up to 72 points.

Vari-Typer®

HEADLINER

No Dark Room, No Trays... Completely Automatic...!

Simply spell out the headlines you want and in little more than a minute the HEADLINER will automatically deliver micro-sharp copy...completely smudge-proof...ready for paste-up! The great variety of type styles and sizes will give you limitless display type for any reproduction method, projection use, and even for signs, nameplates, tags, etc. Your office girl operates the HEADLINER. Send for samples and literature.

VARI-TYPER CORPORATION SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH CORPORATION

For Full Information, Fill in Below and Mail This Entire Ad To.....

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CITY.....ZONE....STATE.....

For More Information Circle No. 315

Perfection

is the word for

Milwaukee's **METAL-LUX**

deluxe clerical posture chair

There is "executive distinction" in every line of this chair, from its foam rubber back-rest and Latex "Breathing Comfo-Cushion" seat to its streamlined swivel base. It has no equal for posture comfort and its good looks excel anything ever created in metal. Here is a chair which "belongs" where only the very best is desired. It's the chair that builds customer good-will for you. Write for complete details now . . . this perfection in posture can be the most profitable chair you've ever offered.

there is nothing finer in metal

MILWAUKEE METAL FURNITURE COMPANY
101 N. Campbell Ave., Chicago 12, Illinois

For More Information Circle No. 414

holds it in precise registration for posting. The Satellite pegboard has been designed so that, in addition to the new payroll system, it will also accommodate the various other Multi-Rite accounts payable and receivable systems. **For More Information Circle No. 179.**

SAFES

Midwestern Mfg. Corp., Indianapolis 4, Ind., has added two small safes to its line. Designed for small office and home use, these are heavily constructed to protect records and valuables from fire and theft.

Equipped with Yale combination bolt lock and finished in standard colors of light green or tan wrinkle. Easily moved on heavy casters. The Model 1311 is 14″ wide, 18¾″ high, 16¾″ deep and weighs approximately 190 lbs. The Model 1511 is 15″ wide, 20¾″ high, 17¾″ deep and weighs approximately 225 lbs. **For More Information Circle No. 141.**

COLLATOR

Ampto, Inc., Newton 6, N. J., offers the Ampto Copy Collator, a 12-section unit designed as a desk or wall piece for holding processed photocopies. It can also be used to separate multiple copies for departmental distribution, especially where use is made of Ampto five colored positive papers. The collator will accommodate

ROCK 'n ROLL?

NOT IN THE OFFICE!

Tiffany's shake-proof construction just cannot rock 'n roll. Exclusive design features eliminate tiring vibration and greatly abate nerve-racking machine noises. That's why they're "first choice of office workers and management everywhere."

MODEL 5000

MODEL 5002 identical with Model 5000 except that it has 2 leaves

Rigid . . . providing "safety insurance" for costly office machines. Framework ⅛" thick, angle and channel steel, reinforced. 4-cup, open-top reduces machine noise and vibration. Adjusts to hold most size machines.

MODEL 8002

EXTRA-HEAVY DUTY stand for Electric Typewriters, Bookkeeping Machines, etc. VIBRATION-Free, amazing strength and rigidity. Open-top . . . the "escape-hatch" for noise dissipation.

There's a* TIFFANY *that's best for every purpose

MODEL 2300

UTILITY TABLE with countless uses in offices, factories, schools, hospitals. Heavy steel throughout. Rounded corners on tubing. Table is stationary with brakes ON; portable with brakes OFF.

MODEL 1000

BOOK STAND

Has self-leveling top; automatically keeps pages flat for "reading with ease from ABC's through the XYZ's." It's portable. Adjustable height. Saves time. Saves energy. Takes only 16" x 21" floor space.

TIFFANY STAND CO. 7350 FORSYTH ST. LOUIS 5, MO.

For More Information Circle No. 229

STEP-UP TYPING PRODUCTION*

Huron Copysette
PULL OUT Style

Pre-aligned carbons and second sheets for typewritten copies.

*Huron Copysette's pre-aligned method increases production of typewritten copies and provides copies of uniform legibility. More copies are produced per day at a lower cost per copy because HURON COPYSETTE gives the stenographer more time for typing by reducing preparation time. Each second sheet carries its own fresh carbon for sharper, more readable copies . . . copies are cleaner, too!

STATIONERS . . . we invite your inquiries.

Please send to me without obligation free samples of HURON COPYSETTE. 9

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Company_____

Street_____

City_____ Zone____ State_____

PORT HURON SULPHITE & PAPER CO., PORT HURON, MICH.

For More Information Circle No. 411

sheets up to 9½"x14" and can be placed on or attached to the side of a desk or cabinet. The double cadmium-plated steel rack construction permits full air circulation in case copies are still slightly damp after processing. The unit is precision constructed with over 600 fused joints and weighs 5½ lbs. **For More Information Circle No. 103.**

3-PEN DESK SET

Otto Gruenhut Pen Co., Dept. SM, 277 Broadway, New York 7, N. Y., offers the Executive Special Desk Set with three ballpoint pens in matching swivel holders. Each pen uses standard replaceable refills to write blue, red and green. The round,

lustrous base is available in choice of black, white, light blue or light green. Individually gift boxed, a complete set is $1.75. Prices for sets with imprints are $1.60 each for 25; $1.50 each for 50; $1.45 each for 100; $1.40 each for 250 sets. **For More Information Circle No. 184.**

STAIR TREAD

American Mat Corp., 1845 Adams St., Toledo 2, Ohio, makes long-wearing stair treads with molded noses. The tread, which

To reproduce
a record
permanently,
Vikings Wrote Runes in Rocks . . .

The HUNTER PHOTO-COPYIST is the Modern Way

All-metal, all-electric, the Hunter Hi-Speed fits any desk, will add to the appearance of your office. Hunter machines and Hunter papers are U. S. made by the company that pioneered photocopying in America.

The Vikings scratched records on rocks with the peculiar runic letters whose origin is still disputed. Modern offices rely on the Hunter Hi-Speed Photo-Copyist for permanent, non-fading records on substantial paper, suitable for filing. Using a truly photographic process, with the image formed by a silver deposit, Hi-Speed copies any mark on any paper, producing perfect, finished copies in 20 seconds.

Equipped with Auto-Feed

Hunter's Auto-Feed—standard equipment with the Hi-Speed—automatically guarantees alignment and registration. And one negative can be exposed while another copy is being processed.

Hi-Speed needs no darkroom and no chemicals touch the operator. With 20 minutes instruction, any girl can operate Hi-Speed. Your secretaries' time is expensive—don't waste it on needless copying! Remember, too—Hi-Speed **never** makes a mistake.

hunter pioneer in photo-copying

PHOTO-COPYIST, INC.
Syracuse 4, New York

Hunter Photo-Copyist, Inc.
45 Spencer Street, Syracuse 4, N. Y.

Gentlemen: Please send a representative to demonstrate the Hunter Hi-Speed in my office.

Firm Name .....
Firm Address .....
City ..... Zone ..... State .....
My Name is .....
My Title is .....

For More Information Circle No. 253

THE FACTS ABOUT copy-fax*

Proved the best reproducible ball pen ink for copying machines

It's true. Copy-Fax Ink was awarded the highest rating in the latest copy-ability study. Its hi-fidelity reproduction quality gives you picture-perfect copies. Every line you write is copied in the sharpest detail . . . ends "fade outs" and missing lines.

Ask your stationery supply salesman for a "picture-perfect" test of Copy-Fax.

Blue, red, black, and green Copy-Fax Ink available in the four best sellers:

- **Copy-Fax Pen, Medium & Broad Points 59¢**
- **Fills-Any Refill, Medium Point 49¢**
- **Retractable Pen, Medium Point $1**
- **Visible ink Refill, Medium Point 49¢**

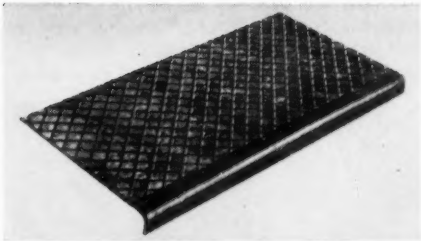
Order from stationer or direct, giving stationer's name and address

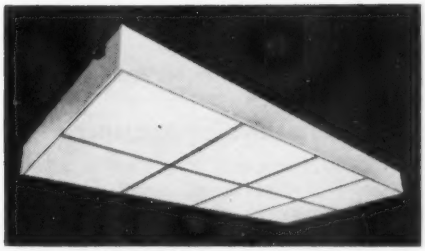
*TRADE-MARK, MICROPOINT, INC.

MICROPOINT, INC. SUNNYVALE, CALIF.

Creator of advanced writing instruments

For More Information Circle No. 227





presents an attractive diamond design, is produced of Do-All rubber and cord compound and is available with rounded or square nose. Black in color, treads are ¼″ thick and come in widths up to 36″. Maximum depth is 24″; standard depth, 12″. A 36″ x 24″ landing mat is made for use with the treads. **For More Information Circle No. 183.**

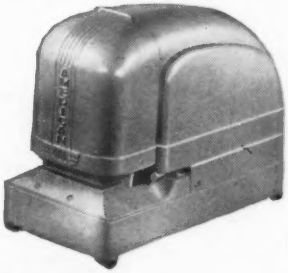
FLUORESCENT FIXTURE

Wakefield Co., Vermilion, Ohio, makes the Wakefield Twenty, a broad-area preassembled lighting unit, 7″ deep, that can be installed inexpensively in 20 minutes or can be joined to duplicate units to provide a luminous ceiling. Each 4′ x 4′, 4′ x 6′ and 4′ x 8′ Twenty unit comes assembled in a carton. Units are mounted by two connections from the back channel to the ceiling which serves one unit or duplicates since cord and plug sets allow joined sections to be interconnected. Ganging is by bolts through knockout spots in the steel sides, and various patterns of light are

PROTECT against fraud

AMERICAN 400

PORTABLE ELECTRIC PERFORATOR



Booth 214
NOMA—Chicago
May 25-29

For two reasons, modern business is enthused about this modern version of an old device. First, there is the speed and convenience of the American 400 Portable Electric Perforator. Second, once this machine cancels, dates, numbers, validates, voids or receipts an item, the clear crisp record is as unalterable and permanent as the paper itself.

The American 400 perforates thousands of items an hour. Operation is by automatic paper trip. The 400 is quiet, powerful, handsome, and occupies a space of only 6½ by 13 inches. You have a choice of 1, 2 or 3-line perforation, with fixed first and third lines, and changeable dates, numbers or other copy on middle line. A pioneer in the field since 1910, American makes a full line of perforator models. Write for literature.

HELLER ROBERTS
Manufacturing Corporation
AMERICAN PERFORATOR DIVISION
700 Jamaica Ave., Brooklyn 8, N. Y.

For More Information Circle No. 405

possible. Choices include steel louvers 35° x 35° or plastic louvers 45° x 45° and 2′ x 2′ vinyl or styrene diffusers. Each unit holds four T-12 Slimline lamps. **For More Information Circle No. 115.**

FILE BINDING MACHINE

Royal McBee Corp., Port Chester, N. Y., has added a streamlined model to its line of McBee binding machines for binding office accounting and engineering records. The McBee binding machine creates a custom binder by compressing punched or unpunched sheets between two covers. A covered steel back is automatically formed and placed over the binding edge. The machine automatically positions itself and drills holes through the formed back, covers and sheets. Steel sawtooth lockpins inserted through the drilled holes complete the operation. The wide range of covers enables an office to use this equipment for many different records. The flat, iron-clad back can be easily labelled by a McBee marking device. On-the-premises custom binders are produced at lower unit cost and records remain in the office, available for reference. Valuable records are protected, never mislaid. Large volumes of records can be stored in a mini-

mum of space on open shelves. Operation of the electrically-driven machine is simple. Ability to create binders can be acquired after one demonstration. **For more Information Circle No. 151.**

IMPORTANTLY

BIG MONEY SAVINGS WITH SNAP-I-SETS

It's a money making Snap! Increased efficiency . . . time saving. Cuts clerical and stenographic costs plus the many other advantages now possible with General Multi Forms Snap-I-Sets . . . utilizing fine one-time carbon. Quality lithography that Office Managers agree is far superior, yet costs no more. Deserves your investigation today. Ask the G.M.F. Sales Company dealer in your area.

ATTENTION FORMS DEALERS

Enjoy the repeat business Snap-I-Sets makes possible through greater value with higher quality. We do not sell and never have sold direct. Write today for our remarkable plan.

GENERAL MULTI FORMS SALES COMPANY

(Not Associated with any other Printing Company)

2020 Jo Johnston Ave. P.O. Box 1094 Nashville, Tenn.

For More Information Circle No. 395

Now . . . from **MARCHANT**

. . . a remarkable new

ADDING MACHINE

with a light and lively touch that makes figures fly

Now, try this new Marchant *adder.* You'll like the way its light and lively touch speeds addition and subtraction. Both numeral keys and fully electrified feature keys have an easy, even action that responds to the lightest touch of your fingers to give you utmost ease of operation.

And you will like these other convenient features of this new Marchant Adder...

- **COMPACT, SYMMETRICAL KEYBOARD**
- **SINGLE STROKE TOTALS AND SUB-TOTALS**
- **DIRECT SUBTRACTION**
- **AUTOMATIC TRUE CREDIT BALANCE**
- **10-COLUMN LISTING, 11-COLUMN TOTAL**
- **TWO COLOR PRINTING**

For further information on this new Marchant Adder, call your local Marchant Calculator representative, or send this ad with your company letterhead to:

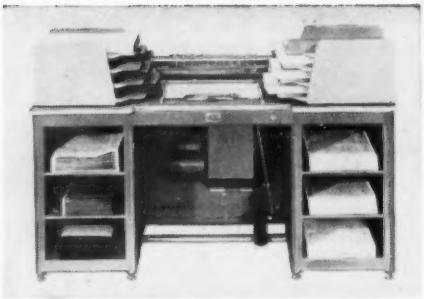
MARCHANT CALCULATORS, INC.

OAKLAND 8, CALIFORNIA

MODERN MANAGEMENT COUNTS ON MARCHANT

For More Information Circle No. 207

FORMS COLLATOR, TIPPER



J. Curry Mendes Corp., 1 Curry Lane, Canton, Mass., makes the PCM Office Tippy designed to economically produce short-run custom carbon forms within your own organization. Forms printed in your duplicating department can be assembled by any employee. The operator, working from a seated position, can assemble intricate forms with accuracy and speed. The left hand feeds the carbon, and the right the printed sheets, while a motor driven foot control releases the glue pin bar, depositing the right amount of glue at the exact spots desired. Results are clean, perfectly assembled forms ready for immediate use. The Office Tippy can handle any sheet from postage stamp size up to 13" x 17". It has six storage shelves for paper, carbon and finished forms, plus eight feeding trays. Heavy gauge welded steel construction with hardwood tops the size of an office desk. The quiet running machine will blend with an office layout, and it is designed as a low-cost unit to bring greater economy to an organization. **For More Information Circle No. 119.**

The Business Game goes smoothly when moves are signalled by

In regular 100-Pack. And in handy 20-Pack Plastic Boxes.

GEORGE B. GRAFF COMPANY
54 Washburn Ave., Cambridge 40, Mass.

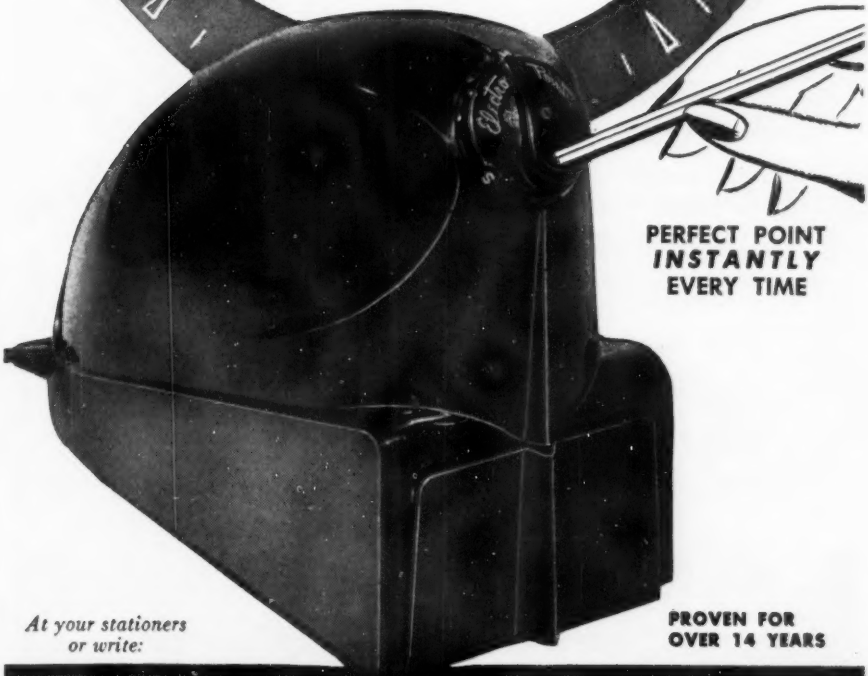
For More Information Circle No. 420

NO LOST TIME

hand sharpening pencils with

electro-pointer

The world's finest completely automatic electric pencil sharpener eliminates the time-consuming job of cranking outmoded hand-type sharpeners. Just insert any size wooden pencil and instantly the Electro-Pointer gives you a perfect point.



PERFECT POINT *INSTANTLY* EVERY TIME

At your stationers or write:

PROVEN FOR OVER 14 YEARS

STILE-CRAFT MANUFACTURERS, INC.
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For More Information Circle No. 202

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HARE AND HOUNDS

Chasing the letter, invoice or other paper you want is neither efficient nor profitable — and totally unnecessary if you file by the ACCO method. Let your Stationer brief you on Accobind Folders, Accopress Binders and the Acco System for keeping papers in order and *safe*. See him today — and stop playing "Hare and Hounds" with your files.

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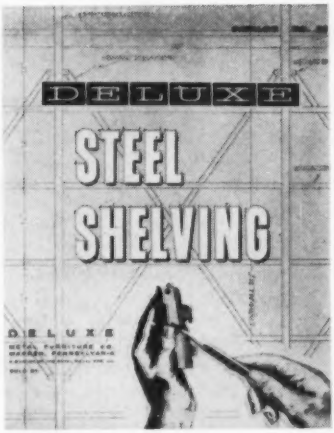
Division of NATSER Corporation
Ogdensburg • New York
In Canada: Acco Canadian Co., Ltd., Toronto

For More Information Circle No. 266

Literature from the Manufacturers

Steel Shelving

Deluxe Metal Furniture Co., Warren 18, Pa., offers their Catalog No. 30 to assist users in selecting the proper shelving items for all storage requirements. The catalog shows correct shelving for storing materials, loose and packed parts, books and active and inactive record files. Deluxe shop equipment and storage cabinets are also described in detail. The 64-page catalog is divided into five sections. The first describes Deluxe boltless steel storage shelving, shows its versatility, why it is quickly and easily erected and how each component has built-in strength for maximum rigidity. Instructions describe proper planning of stockrooms and mez-



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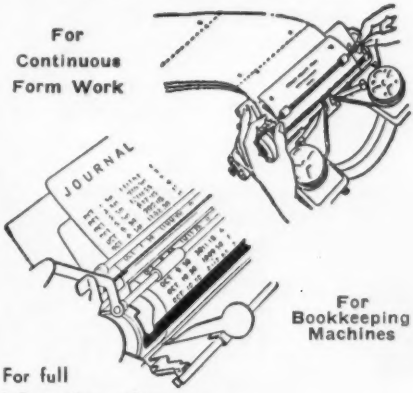


For Bookkeeping Machines

For full information write:

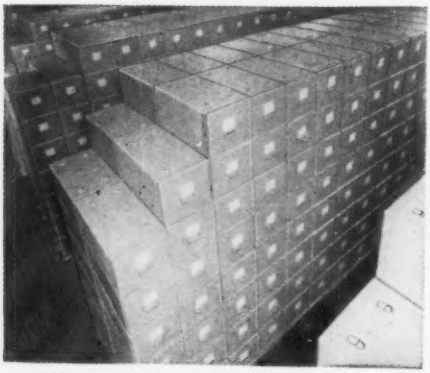
DUPLI-TYPER CO.

456 Fourth Avenue, New York 16, N. Y.

For More Information Circle No. 372

Q. GOT HIGH-PRICED HELP LOOKING FOR RECORDS?

A. LOW-COST "CONVOY" STORAGE FILES!



All your semi-active or inactive records are instantly available. What a time and money-saver today!

Rigidized permanent Drawer and Shell construction eliminates shelving and costly searching (the biggest item).

All this at half the cost of steel because "CONVOYS" are heavy duty corrugated board processed to remarkable strength.

Sizes: letter, legal, check, deposit slip, tab card . . . 10 others.

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CANTON 6, OHIO

For More Information Circle No. 364

MANUFACTURERS OF DURALUMINUM

MANY STYLES **HOLDERS** FOR HANDWRITTEN SNAPOUT FORMS

SAUNDERS MFG. CO., INC.
P. O. BOX 243
WINTHROP, MAINE

For More Information Circle No. 365

zanine stockroom construction. Also described is the easy way to order steel shelving. The section on shop items covers Deluxe bar rack and various small parts and tool inserts. A popular foreman's desk and machine stand are described. Deluxe Templa-File, a patented new system for filing and storing templates, patterns and gaskets is in this section. Deluxe Verti-Files are covered in Section III. The many features of this open shelf filing equipment are pointed out to show how up to 60% in floorspace can be saved. Deluxe library shelving is featured in the next section. Accurate color swatches of the four standard Deluxe library shelving Plastelle colors are included and the lustrous finish is accurately portrayed. Smart, rigidly constructed Deluxe wardrobe cabinets are covered in the last section. For the catalog, **Circle No. 177.**

Visual and Oral Aids

Oravisual Co., Box 11150, St. Petersburg 33, Fla., offers a 28-page illustrated catalog of Tools for Effective Group Communication. In addition to showing and describing every type of visual and oral equipment, this book also describes how the materials can be used most effectively, so it is more than just a catalog although all items are priced. It should prove a handy reference book for anyone in the training and sales promotion fields. For a copy, **Circle No. 166.**

Tapes and Adhesives

Permacel-LePage's, Inc., New Brunswick, N. J., offers a condensed 12-page catalog listing their entire line of tapes and adhesives. Easy-to-read tables give a brief description of each product, its properties and its application. Government specifications, tensile strength and price list references are listed. A cross-index of competitive products is also included, complete with stock number of the comparable items. Tapes are broken down into basic classifications: cloth, paper, plastic, metal foils, double-faced, reinforced, thermoplastic and laminates. There are sections devoted to refinishing products and indus-

SWIFT
ADDING MACHINE

$99.50 plus tax

SWIFT BUSINESS MACHINES CORP.

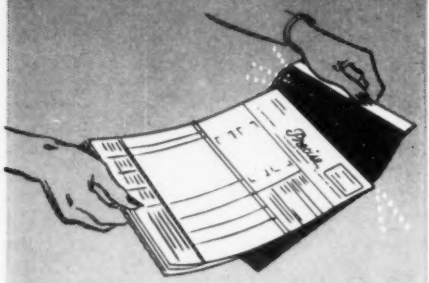
Great Barrington, Mass.

For More Information Circle No. 246

NEBRASKA SALESBOOK CO.

says—

"A SNAP to cut paper-work with READY-RITE SNAP-A-PART FORMS"



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General offices and factory at Lincoln, Nebraska

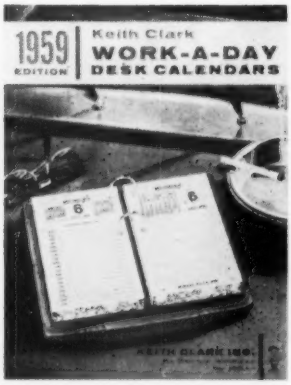
Division offices at Denver, Des Moines, Chicago, Minneapolis, Kansas City, Wichita, Little Rock, Memphis, Phoenix, Albuquerque, Montgomery, Miami, New York City, Los Angeles.

For More Information Circle No. 376

trial adhesives. The book is designed as a quick and convenient guide in selecting the material best suited for use in solving a particular problem. For a copy, **Circle No. 165.**

Calendars

Keith Clark, Inc., 130 West 42nd St., New York 36, N. Y., offers their 1959 catalog showing calendars for every business and personal need in every price



range. Included are descriptions of the Schedule-A-Date Desk Calendar which gives future dates for days, weeks and months up to a year in advance; Work-A-Day Desk Calendar with half-hourly appointment scheduling; W58L Executive and Gift Calendar with genuine leather gold-tooled cover; Today Wall Calendar with a page for every day; Work-A-Day Weekly Reminder Wall Calendar for quick and convenient weekly scheduling; and a wide variety of other calendars and memo pads. All K-Cey desk calendars have scuff-proof bases, are streamlined for good looks and functionally designed for writing comfort and visibility. Bases in attractive decorator colors blend with every decor: walnut brown, office gray, clear pastel mist green, desert tan. Pad pages are available in many styles and sizes, with uncluttered format and clear printing. A large numeral marks current date and holidays are in red. K-Cey pad spotlights current date and month at a glance; number days past and days ahead in the year are printed on

lustrous wood-grain "EXECUTIVE" PLASTIC OFFICE CHAIR MAT matches your modern furniture

Here is the most beautiful chair mat ever designed—the Interstate "Executive." Available in Driftwood Gray, Walnut, Desert Tan, or Mist Green wood grains in gleaming plastic laminated to extra-thick Presdwood. The striking "Executive" is long wearing—an independent laboratory test proved that more than two million scuffs and abrasions did little more than remove gloss from the tough plastic surface. Low in cost too.

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Please send me FREE literature and more information about Executive plastic chair mats.

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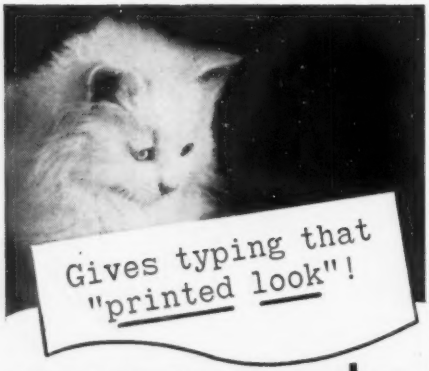

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Carter's "Electric Line" is the first complete line of carbon papers and ribbons specifically designed for all leading makes of electric typewriters.

Whether you type or others type for you, insist on "printed look" results. Demand Carter's "Electric Line" of

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Since 1858 specialists in Fine products for Office, School, Home and Industry: Carbon Papers; Typewriter Ribbons; Adhesives; Stamp Pads and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks.

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For More Information Circle No. 355

every page with a three month calendar at the head of each page. All K-Cey pads are packaged in Dupont Mylar to prevent soiling and wear. Pads pages are fresh and white until used. For the catalog, **Circle No. 181.**

Forms for Purchasing Agents

Baltimore Business Forms Co., 3144 Frederick Ave., Baltimore 29, Md., offers "The Purchasing Agent's Guide to Better Forms and Better Systems," which features requisitions, requests for quotations, purchase orders, change orders, and forms for receiving, returned goods and accounts payable. The booklet shows how these forms can be adapted for machines or handwritten operations. Illustrated are forms designed to promote accuracy and efficiency in the purchasing operation. For this booklet, **Circle No. 191.**

Binder Covers

Smead Mfg. Co., Hastings, Minn., has published a 6-page booklet on Smead Covers for briefs, proposals, reports, price

lists, catalogs and manuals, and binder covers. Each item is illustrated and fully described as to construction and specifications. For the booklet, **Circle No. 164.**

R.C.Allen VisOmatic

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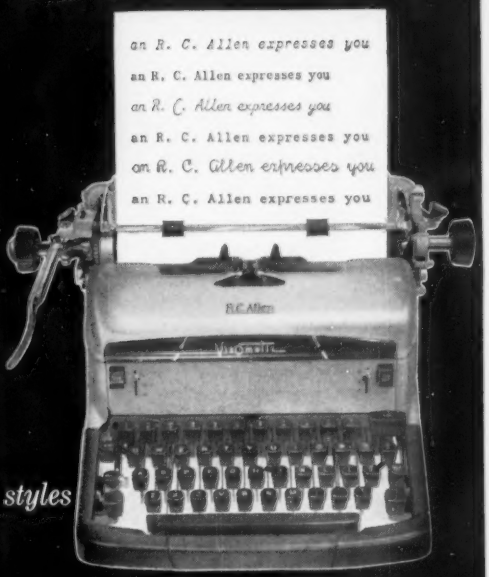
DISTINCTION
TO YOUR
LETTERS



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Every letter you write can express individuality at a glance! Equip your secretary with an R. C. Allen VisOmatic Typewriter with your choice of 35 type styles. Your letters will identify you immediately . . . stand out among all others! Match office decor with any of 21 modern color combinations. Call your local dealer for today's preferred typewriter . . . R. C. Allen. Full color folder and type style selector free on request.

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For More Information Circle No. 237

for Comfort

...for Beauty

... for Years ... SPECIFY

HYGIENIC

Foot Comfort

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For More Information Circle No. 344

Magazines Cut Copying Costs and Reduce Deadline Pressure

SINCE THE ADOPTION of electric copying machines in the editorial offices of *Life* and *Sports Illustrated*, editors and writers can leave for home as much as 30 minutes earlier on final deadline day. Editors, writers, layout men and even Linotype operators are benefiting from elimination of the last minute pressures previously felt at deadline time. *Life's* editorial production and traffic manager, William J. Gallagher, said the problem was a critical one, especially in the last few hours prior to deadline.

"We were losing as much as 30 minutes while copies of layout dummies were sent outside our offices to another firm to be reproduced," he reported. "In the meantime, writers, who cannot begin writing until they have a dummy, sat idle." Mr. Gallagher continued, "I waited 15 years for a machine that would make copies of our layouts right here in our office, quickly and efficiently in a matter of seconds. The search has ended and we are now able to alleviate some of the pressure on all of us during those last few hectic moments."

Errorless copies of either single or double page layouts with pictures and dummy copy to indicate headline and copy spacing are now made in four seconds on Thermo-Fax copying machines. Copies go immediately to writers and editors eliminating the 30-minute idle period—the estimated time it took to make stat duplicates when they were sent outside.

Two sizes of special copy paper, for

NOW!

AUTOMATIC ELECTRIC NUMBERING MACHINE

by BATES

"Numbers at a touch"

FAST • • EASY TO USE • • DEPENDABLE

- **completely automatic** — numbers at a touch of the paper.
- **top performance** — it uses the famous Bates Numbering Machine.
- **fully adjustable** — for correct positioning of number.
- **interchangeable** — numbering head replaceable in seconds, without tools.
- **flexible** — any Bates Numbering Machine can be adapted to it.
- **safe and quiet** — current cuts off when resetting numbers or changing ink pad.
- **soft rubber base** — prevents slipping, marring desk.

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For More Information Circle No. 226

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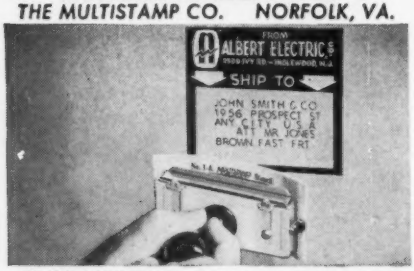
STENCIL DUPLICATOR ®

THE MULTISTAMP CO. NORFOLK, VA.



PRINT DIRECT! The MULTISTAMP Hand Stamp Stencil Duplicator prints shipping data direct on cartons, boxes, packages. Of rustproof metal to last indefinitely. Get 1,000 or more clear, sharp impressions from one stencil without re-inking. In photo above, shipper's name, address and "Ship To" label were preprinted by carton manufacturer.

Model 1A above, complete outfit with supplies in sturdy case, $12.50 f.o.b. factory. 7 other outfits $9.50 to $99.50. At office and shipping room supply dealers, or write for FREE catalog.

ALSO IDEAL FOR

SHIPPING TAGS **MENUS**
LABELS **OFFICE FORMS**
POST CARDS **BULLETINS**

THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

OVER 35 YEARS

For More Information Circle No. 347

3 PHONE PROBLEMS SOLVED

1. Safeguarding privacy.
2. Quieting the office.
3. Better hearing—noisy places.

HUSH-A-PHONE

Model for all types of phones and dictating machines.

Write for Literature

HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16

For More Information Circle No. 348

either single or double page layout copying, are stocked. Machine operation requires no special preparation or advanced training. In addition to valuable time savings, copying costs have been reduced as much as 70% over the old process.

"The machine is a tremendous aid to all of us, and I would roughly estimate that it helps take the pressure off as many as 50 people," said Mr. Gallagher. *Sports Illustrated* is also using a copying machine to reproduce layouts and copy for seven dummies which are distributed each week to the managing editor, his assistants and the layout department. As soon as ads have been dummied, headlines and dummy copy are prepared and pasted in each of the seven books. Rapid duplication of the material saves the layout department several hours a week.

Another copying machine in the news bureau helps solve a communications

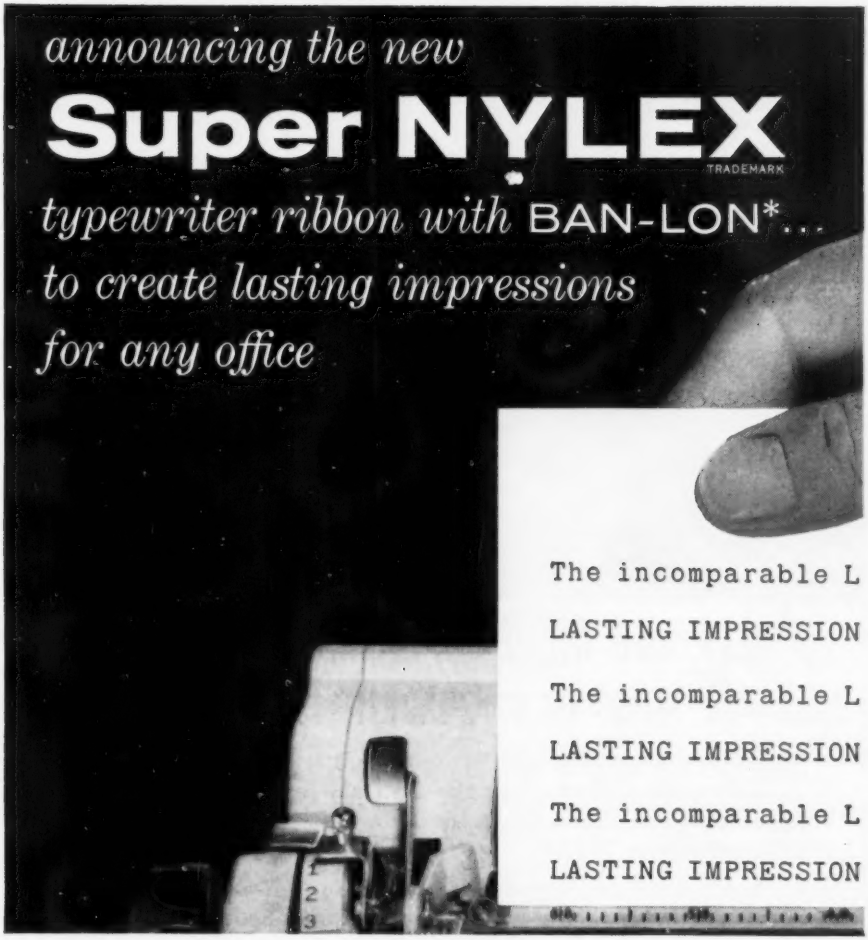
Some 400 Thermo-Fax copies of all types of documents are made each week by the news bureau of "Sports Illustrated."

announcing the new

Super NYLEX

TRADEMARK

typewriter ribbon with BAN-LON*...
to create lasting impressions
for any office



A totally new typewriter ribbon with patented "crimped weave" construction, creates thousands of "metered flow" ink reservoirs within the ribbon, permitting only a *controlled* amount of ink to be released with every strike of the type bar. The result: clean, sharp type impressions, a fashionable dark write and up to 40% longer ribbon life. For further information simply fill in the coupon.

*BAN-LON *is a registered Trademark of Jos. Bancroft & Sons*

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For More Information Circle No. 160

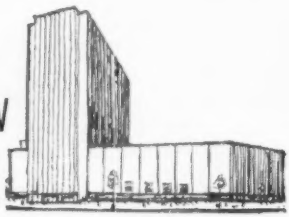
TO HELP YOU INCREASE SALES IN '58 . . .

THIS "BEST SELLER" IS MUST READING

Whatever product or service you sell, if it is used to set up, improve, or operate the modern office, this National Business Show Audited Report will give you all the facts on how to increase sales at reduced selling expense.

In it you will learn about the most important and biggest sales event of the year . . . the 1958 National Business Show. You will also learn who attends, where they come from, what they buy and a host of other pertinent information to help you evaluate the benefits of exhibiting in this great Show.

Write or phone for your free copy today, no obligation of course. (Copies are limited to interested participants only.)



1958 NATIONAL BUSINESS SHOW

RUDOLPH LANG, MANAGING DIRECTOR

530 Fifth Ave., N. Y., N. Y. · OXford 7-7142

For More Information Circle No. 238

problem that had put the department behind schedule at times. The machine is used to copy information sent in by stringers and bureaus in all parts of the U. S. and around the world. The diversification of the material sent in, everything from newspaper clippings to handwritten memos, required a machine that would copy everything accurately and quickly to provide enough copies for editors, writers, the news bureau and its files.

From six to eight copies of each incoming communication are needed and they are now made in seconds on a smaller model Thermo-Fax machine. In the past the department either managed to get along with the original message, or duplicates were made by re-typing. Filing was often not possible, creating reference problems later on.

Patricia Roache, secretary to Edward Thompson, managing editor of "Life," watches David J. Young copy a layout.

Bulk of the copying load comes on

TELE-REST the phone on your shoulder

KEEP BOTH HANDS FREE

Tele-Rest Features: COMPLETE ADJUSTABILITY for right OR left shoulder use • A BAND-AND-SCREW ATTACHMENT sturdy enough to hold the receiver firmly in place • A HOLDER PART DESIGNED TO FIT all popular handset receivers • EASY INSTALLATION that needs no further attention • NATURAL RUBBER INSERTS—clean and durable • COLOR OR BLACK, six colors and black • ECONOMY, years of service for pennies a year • EFFICIENCY, it frees BOTH hands while you phone.

Tele-Rest

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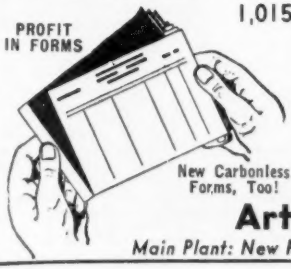
For More Information Circle No. 357

→ → STATIONERS . . . PRINTERS . . . AGENTS . . .

PROFIT IN FORMS



New Carbonless Forms, Too!

1,015 DEALERS HAVE A PROFITABLE SIDE-LINE in . . .

ONE-TIME *Snap-Easy* **CARBON FORMS**

The 1,015 dealers who sell Snap-Easy Forms get lucrative discounts . . . their own imprint on forms . . . protection on repeats. 1,015 dealers are making (Snap)-Easy money—So can you! Write today!

Arthur J. Gavrin Press, Inc.

Main Plant: New Rochelle, N. Y. — Branch Plants: Denison, Texas; Danville, Ky.

For More Information Circle No. 358

Thursday, first day of the work week at *Sports Illustrated,* and the rapid flow of information to staff members is vital since final deadline comes four days later on Sunday. "We have gained many valuable hours since we installed the machine," reported Eleanore Milosovic, editorial assistant in the news bureau. "It also eliminates proofreading and the possibility of error in transcribing detailed reports," she said.

Picture captions, which sometimes arrive from the field written by hand, are copied on the machine to provide the four copies needed by the picture department. An estimated 400 copies of all types of documents are made each week by the news bureau including reports, letters, picture captions, telegrams, charts, graphs, and inter-office memos. Another copying machine is located in *Life's* Chicago production office so that layouts can be copied there to speed production. Copies emerge from the machine completely dry and can be used immediately.

Double-page layout copies give writers and editors of "Life" a 30-minute head start on copy and headline writing.

magnetic Visual Control Systems

Put Your Business Operations at Your Fingertips

Guaranteed permanent magnetic indicators that can be quickly placed and stay put make the Maggie Magnetic control system completely flexible with limitless signaling and charting possibilities. You tailor it to your individual records. Moreover, it cuts errors, clerical costs and raises efficiency. Low in cost, too . . . packaged kits begin at $49.50.

For further information, write to:

maggie magnetic inc.
39 W. 32nd St., N.Y. 1, N.Y.

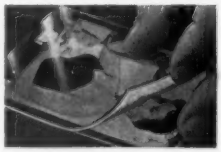
For More Information Circle No. 352

INSTANT PLASTIC LAMINATION

Clear Plastic sheets bind to each other—sealing any flat object in between. No machines, heat or other treating required. Guaranteed to protect against moisture, tearing, soiling, etc. Lasts indefinitely . . . will not discolor, harden or crack.

NEW OFFICE AID
Preserve Price Lists, records, important papers. Dress-up catalog covers — presentations. Ideal for photos, I.D. cards, convention badges, etc. Protects file tabs. Weatherproofs outdoor signs, notices, etc.

EASY TO USE
No skill required. Simply remove paper backing from two sheets and make a plastic "sandwich" with the object in the middle. Costs only a small fraction of conventional laminating charges.



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Special Introductory Price
10 sheets 3" x 4"
6 sheets 6" x 8"
2 sheets 10" x 12"
ONLY $4.50 postpaid
(will do the work of $15 worth of machine laminating)

Money-back Guarantee. All sizes available in quantity. Write for free brochure.

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For More Information Circle No. 354

Studio Stile

TOTALIA

mod. 2361

The automatic
printing calculator
of advanced design
produced by

LAGOMARSINO - FAI

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LAGOMARSINO

For More Information Circle No. 318

News of the Office

IASA Annual Conference

The Insurance Accounting & Statistical Assn. will hold its 36th annual conference at the Sherman Hotel, Chicago, June 2-4. In addition to a program of clerical management subjects for every type of insurance office, there is a special electronics program covering each branch of insurance. An equipment exhibit will be held during the conference. For a copy of the complete program and registration form, write to L. J. Hale, Box 139, Kansas City, Mo.

$4000 in Prizes for Papers

A competition with prizes totaling $4000 for papers covering problems of office organization and management was announced by Office Executives Assn. of New York. The competition is open to everybody in eight categories: data processing; records administration; copying and duplicating; communications; interiors; personnel administration; machines and equipment; methods and procedures. The winner in each category will receive $500. Contest closes March 31, 1959. Complete rules from Office Executives Assn., 530 Fifth Ave., New York 36.

Confederate War Records

Walter C. Grover, Archivist of the U.S., said that the government will microfilm about 23 million cards containing military service records of Confederate veterans and sell copies of the films to Southern states. The microfilming will cost $180,000 and be done over a three-year period. Mr. Grover said there has been a great demand for this data from the states.

NABAC Research Institute

The National Assn. of Bank Auditors & Controllers has formed the NABAC Research Institute and will employ a director of research and a research staff. They have contracted with Armour Research Foundation of Illinois Institute of Technology to start their first research project to study the dual posting-fully deferred method of deposit accounting. Use of Armour at this time will prevent a delay in getting the research under way. As the institute's research staff is recruited, the existing project will be transferred to it. The dual posting-fully deferred method was chosen because it is the most commonly used method in banking. As staff and funds become available, projects will be started to analyze the other methods of deposit accounting.

Czechs Decentralize Industry

Some 100,000 officials and clerks in Czechoslovakia are being diverted into "productive jobs" under an industrial decentralization program. The clerical workers had been with central government ministries which did the purchasing and marketing for industries that will now do this work locally.

Supervisors' Salaries Rise

Pay of office supervisors rose an average of 5.2% last year, American Management Assn. reports in its third annual survey of supervisory management compensation. Annual salaries for all types of office supervisors range from $4,000 to $9,100. The survey covers the compensation currently paid to more than 8,600 foremen

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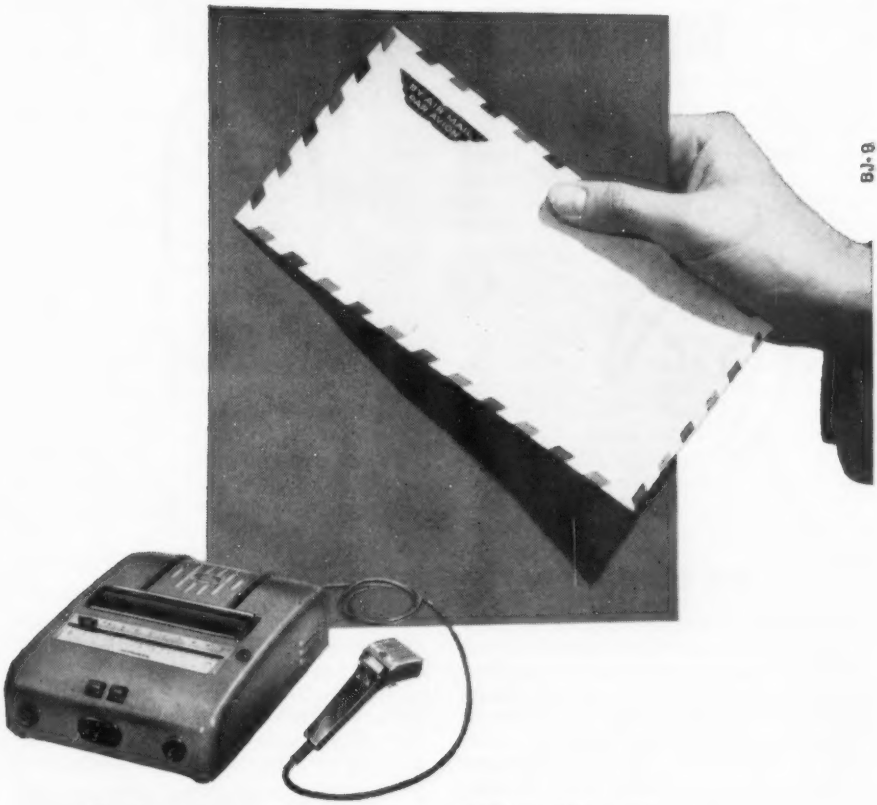

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For More Information Circle No. 301

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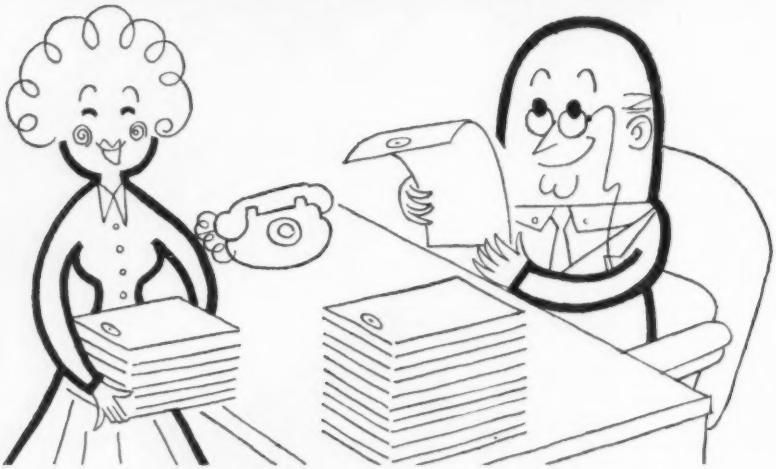

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For More Information Circle No. 311

and supervisors in 129 different companies in all parts of the country, of which 1350 are in charge of some office activity. Fifty different kinds of supervisory activity were included in the study, ranging from accounting, clerical, billing, and tabulating functions in the office to various types of production.

Naremco and Council Separate

Robert A. Shiff, president, Naremco Services, Inc., New York, announced that management has acquired ownership of this consulting firm specializing in reducing costs and eliminating waste in paperwork. Naremco was previously a wholly owned subsidiary of National Records Management Council, Inc., a non-profit research and educational organization. Although the two are now functionally separate, a close working relationship remains. Mr. Shiff continues on the board of directors of the council, and the council is represented on the Naremco board. Naremco is expanding its activity to offer a wider range of services to large and small business.

Systems Newsletter

"Systemation," a copyrighted systems newsletter, is published 24 times a year by Ross-Martin Co., Box 800Y, Tulsa 1, Okla., to keep management informed of new trends in systems; to help systems managers train new people coming into the profession and to remind practicing systems men of basic principles. It is edited by Leslie H. Matthies, pioneer systems man, now chief of engineering administrative services for Hallamore Electronics, Anaheim, Calif. Mr. Matthies is a national director of the Systems & Procedures Assn. and his writings have been published in THE OFFICE.

CPAs Adopt New Rule

The mistaken belief that the reliability of all financial statements is "insured" when associated with the name of a certified public accountant has led to the adoption of a new rule of professional ethics by the American Institute of Certified Public Accountants. For the protection of bankers and other credit grantors, members have voted overwhelmingly to refuse to permit their names to be associated with financial statements which do not contain either an opinion or clearly worded disclaimer of opinion as to the fairness of the information contained in the statements. Those who must rely on financial statements for investment and loan decisions are assured that every audit report signed by an institute member should show to what extent the CPA attests to the fairness of the data contained in the statement or, why he has withheld his opinion.

Expect Employment to Rise

A substantial employment pickup during the second quarter of 1958 was indicated in the results of a survey by Manpower, Inc., national temporary help service firm with branches in more than 100 major cities. Of some 1900 executives from 25 key industries in all sections of the country, 67.6% expect employment to hold at March-end levels during the second quarter; 22.3% look for employment increases in their firms, and 5.9% anticipate decreases. Elmer L. Winter, Manpower president, said there were only minor variations regionally in the percentage of executives who expect to increase employment during the second quarter, ranging from a high of 33.3% in the U.S. Labor Department's Region Nine (Colorado, Montana, New Mexico, Utah, Wyoming) to a low of 19.9% in Region Five (Kentucky, Michigan, Ohio). Only one of the 25 industries in the survey had a greater number of respondents who expect employment to decline during the quarter, the transportation equipment manufacturing group which includes the automotive industry, of which 17% look for further decreases compared to 11.3% who anticipate increases. A majority, 60.4%, expect employment to remain at present levels and 11.3% had no opinion. The most optimism was expressed by the building construction industry where 54.1% look for an increase, 1.2% for further drops, and 41.2% expect employment to continue at its present level.

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For More Information Circle No. 401

Punched Card Equipment

(Continued from page 30)

1. INPUT AND OUTPUT. The installation should be centrally located to minimize the time it takes to transport data into, and finished reports out of, the department. This is particularly true if you expect a large volume of traffic. Even though your traffic is expected to be light, this picture will change as you add new jobs.

2. EQUIPMENT. Devise an efficient layout for the machines and equipment initially acquired, while considering the possibilities of expansion. You will need adequate storage for stock cards and forms, located nearby and preferably adjacent to the installation. You must have a floor strong enough to support the concentrated weight of this installation. A ground floor is preferred, not only for strength but for ease in moving machinery into and out of the building. You will need to provide electrical power lines directly to the installation to insure regularity of current. Ample outlets for this equipment should be provided, not just for fixed positions but for relocation of machines within the department. If voltage control is not steady, it may be necessary to install a separate transformer, and/or a power regulator.

The surroundings should be a pleasant place in which to work. There should be ample room to move around in. Avoid congestion by all means. Lighting should be sufficient on all working surfaces; at least 35 foot-candles. Ceilings and the walls, if possible, should be covered with sound

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Quotes above come from typical Telkee users who wrote unsolicited letters now on file.

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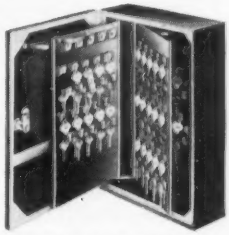

REGENT WALL CABINET
Dimensions: 16¼" high, 12½" wide, 5" deep.
Capacity: 75-125 keys.
Also available fully recessed.
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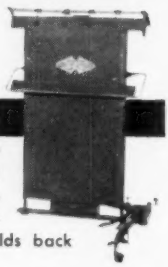

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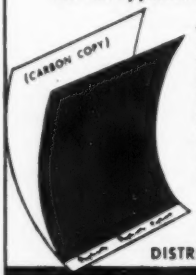

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Size 8½ x 11 in *white, canary, pink, blue & green.*

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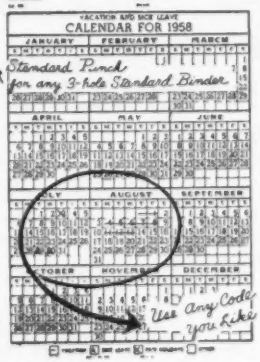
VACATION AND SICK LEAVE CONTROL SHEETS



These control sheets give an accurate, readily accessible, and economical record of employee's annual vacation, sick leave, paid holidays, and other records requiring tabulation by calendar days. Over 150,000 sold this year.

Available on fiscal year calendar if desired.

1958 Vacation and Sick Leave Calendar Sheets

25 sheets	$2.00	300 sheets	$12.00
50 sheets	$3.00	400 sheets	$14.00
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For More Information Circle No. 290

absorbing material. Noise must be minimized to reduce fatigue since most machine operations require standing all day long. Rubber mats in front of machines alleviate a great deal of fatigue. If you cover the entire floor with such material, you will also reduce the noise factor. You will need sufficient chairs or stools so everyone can sit down some time during the day. Inter-office traffic should be routed so that people will not be taking short-cuts through, or using the room as exits to the building.

The question of air conditioning should be considered. Of major importance is humidity control. Humidity affects both cards and forms. When the air is too moist, paper expands. Forms won't feed as well, and cards will become nicked and may jam in the machines. When the air is too dry, forms become brittle and tear quite easily. Static electricity builds up in the cards and they stack poorly, may get out of sequence or jam in the machines. Humidity control alone can be achieved without air conditioning, but is not preferable to it. Air conditioning, though more expensive, will yield amply in efficiency. Punched card machines throw quite a lot of heat. Add to that the body heat generated by your staff who are in motion most of the time, and you have a pretty warm atmosphere. What happens on hot summer days? The temperature will frequently become unbearable and down goes your efficiency.

("How to Staff a Punched Card Installation" appeared in the THE OFFICE *last month.)*

For More Information Circle No. 345

News of the Industry

Smith-Corona, Marchant Merger

The boards of directors of Smith-Corona, Inc., and Marchant Calculators, Inc., agreed in principle upon a merger of the two companies, according to a joint announcement by Elwyn L. Smith, president of Smith-Corona, and Walter Kassebohm, executive vice president and general manager of Marchant Calculators. Mr. Smith and Mr. Kassebohm stated that they consider the proposed merger in the best interests of both companies because it would combine two companies having an aggregate sales volume in 1957 of approximately $85 million, creating a major new marketing factor in the office equipment industry. The products of the two companies complement one another, particularly as they apply to the field of data preparation and processing. The combined research talents would be applied to development in the electronic data processing and allied fields. The combined companies would be able to draw on the long established reputation and consumer acceptance that each has been accorded in its field.

Heads Overseas Operations

The appointment of Melvin E. Schnall as president of Cole Steel International, a subsidiary of Cole Steel Equipment Co., was announced by S. T. Scheinman, president of the parent company which has executive offices at 415 Madison Ave., New York, and is one of the country's leading manufacturers of office equipment. Cole Steel International was formed to conduct the company's expanding foreign operations. Mr. Schnall continues as a vice president of Cole Steel Equipment Co.

Melvin E. Schnall

Pitney-Bowes Vice Presidents

Wilbur R. Greenwood, Jr., special assistant to the president of Pitney-Bowes, Inc., was one of three senior executives elected to vice presidencies. Also elected vice presidents by the board of directors were Joseph J. Morrow, director of personnel relations, and John A. Strother, director of engineering.

W. R. Greenwood, Jr.

Joseph J. Morrow

Over 4000 at NOFA Convention

The 12th annual convention of the National Office Furniture Assn. in Philadelphia early last month attracted an attendance of more than 4000 visitors. As usual, the convention was highlighted by exhibits of the products of

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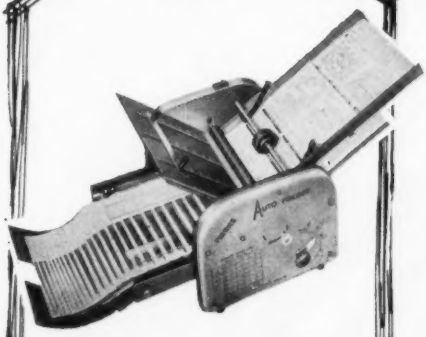
New PREMIER AUTO FOLDER CV



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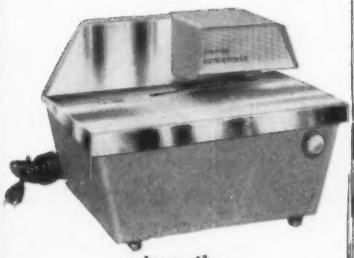

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Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

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over 160 manufacturers whose ingenuity of design and display actually did make the show its themed Boulevard of Style. Melvin L. Levin of Business Equipment Corp., Boston, was elected NOFA president for the 1958-59 year. The 1959 convention will be in Miami Beach.

World Trade Fair in New York

Office machines from foreign countries will be shown at the 1958 U. S. World Trade Fair, May 7-17, at the New York Coliseum. Included will be equipment from Japan, Germany, Italy, Czechoslovakia, Yugoslavia, and other countries.

Stenocord Sales Manager

Lew Schroeder was appointed vice president and general sales manager for Pacific Instruments Corporation, Los Angeles, U.S. distributors of Stenocord combination dictating-transcribing machines. According to Lennart Appelqvist, Pacific president. Mr. Schroeder took over his new post after 26 years' experience in the dictating and business machine field. The Stenocord, which operates with a magnetic belt, is manufactured in West Germany.

Dictating Product Manager

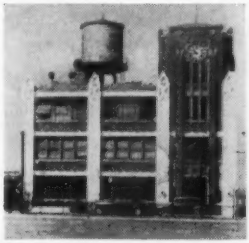
Arthur L. Hanrahan

North American Philips Co. has established a Dictating Equipment Division with offices in Hicksville, N. Y. Frank Randall, general manager of the division, announced that Arthur Hanrahan has joined N. A Philips as product manager of the division. Mr. Hanrahan previously held the position of eastern sales manager with Clapp & Poliak, an industrial show management company. Before that he was dealer district manager for ten years with Clary Corp.

Standard, Eastern Merger

R. Carl Chandler, chairman of the board of Standard Packaging Corp., and Harold Holden, president of Eastern Corp., announced they have reached basic agreement for a merger of the two companies. Mr. Chandler will continue

Today's Victor Adding Machine Co. plant (below) is 17 times the size of the original plant (at right). The company was founded in 1918 by the late Carl Buehler to make adding machines. Victor products now include electric fire engines, cars for golfers, trucks for industry and electronic devices for Strategic Air Command bombers, as well as adding machines, automatic printing calculators, cash registers and control systems. A. C. Buehler, son of the founder, is president of the 40-year-old firm which has 59 direct factory sales-service branches and over 7000 dealers in the U. S. and Canada.



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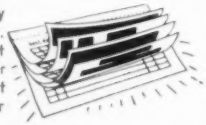

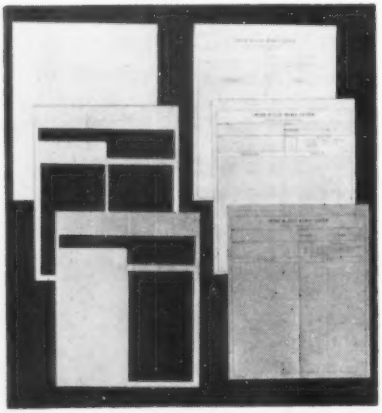

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For More Information Circle No. 406

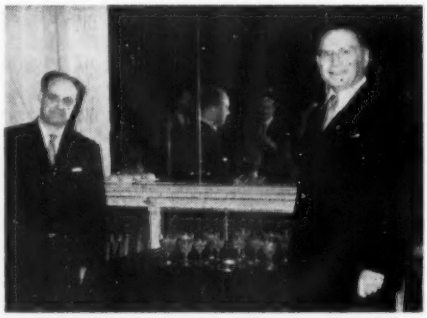
as board chairman and chief executive officer of Standard and Mr. Holden will become vice chairman of the board, responsible for overall operations of the Eastern Corp. division and other added responsibilities. Dr. John A. Keenan will continue as president of Standard Packaging Corp., a leading manufacturer of flexible packaging.

Dealers to Lease Adders

John L. Richards has joined Typesales-Brunsviga Corp., New York, and is in charge of Brunsviga adding machine sales in the U. S. and Canada. Mr. Richards spent 17 years in Europe organizing distribution for several U. S. office machine manufacturers. Later in New York, he handled local sales and exports for American Automatic Typewriter Co. Brunsviga, which has made machines in West Germany for the past 67 years, is now a division of Olympia-Werke. Brunsviga adding machines are available on long-term lease from their dealers throughout the U. S.

ENM Comes of Age

Prior to 1939, the United Kingdom was a large importer of numbering and dating machines. English Numbering Machines Ltd., founded in 1937, today exports such products all over the world. The company was one of the first to use the Brisch system of classification, M. T. M. work



Mr. Smith, oldest employee of English Numbering Machines Ltd., makes the staff's presentation to managing director K. Bud on the firm's 21st anniversary.

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Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

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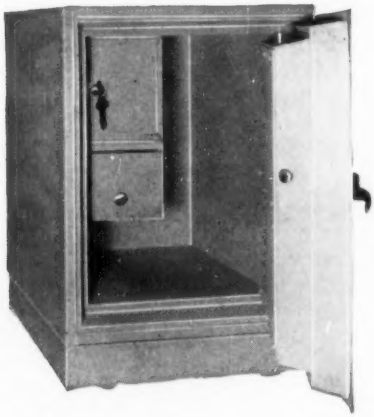
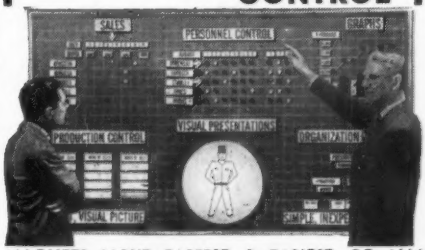
A NEW SCHWAB SAFE FOR SMALL BUSINESS AND HOME USE



This inexpensive, streamlined Model 1215-C Safe is available in the latest colors. It carries the Schwab Certified Label for one-hour fire protection. Inside dimensions: 12" wide, 15" high, 12" deep. Approx. shipping weight 200 lbs. Write for literature.

SCHWAB SAFE COMPANY, Lafayette, Indiana
For More Information Circle No. 323

VISUAL MAGNETIC CONTROL



MAGNETS MOVE FASTEST—& EASIEST—OF ALL!

Priced From **$38** INCLUDING MAGNETIC ELEMENTS

Simplest Control for Sales • Production Charts • Personnel Maintenance • Scheduling Machine Loading Visual Presentations
•
COLORFUL MAGNETS ORGANIZE FOR ACTION SHOW FACTS INSTANTLY GET THE JOB DONE

PRICES & BROCHURE OF-5 **FREE** ON REQUEST

Methods Research Corp.
442 Mosel Avenue, Staten Island 4, N. Y.
For More Information Circle No. 324

SECRETARIES ACCLAIM

The ALL NEW
SPEEDRITE
FOLDING COPYHOLDER

Welcomed by secretaries as a valuable aid to production and accuracy. Relieves eye and neck strain. Completely adjustable to desk and light conditions. Never in the way. Folds behind typewriter when not in use.

Other Hall-Welter products include: Error-No Copyholders, Speedrite Checkwriters, Chexsigno Check Signers.

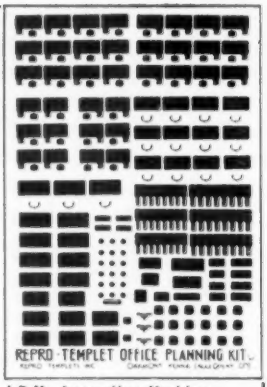
HALL-WELTER COMPANY, INC.
38 Mt. Hope Avenue • Rochester 20, N. Y.
For More Information Circle No. 325

PLAN—Don't Push YOUR OFFICE INTO SHAPE!

This specially prepared Office Planning Kit is comprised of 240 Repro-Templets of typical office equipment, reproduced on adhesive-backed film. When mounted on the Film Grid Sheet, these Templets will reproduce sharp, clear prints when processed on any whiteprint, diazo (Ozalid) or blueprint machine.

Desks of various sizes, chairs, I.B.M. equipment, files, watercoolers, etc., are provided in sufficient quantity to lay out 20 to 30 good sized offices.

These Templets, Grid Sheet and Repro Layout Tape make layouts possible in minutes—instead of the former hours of drafting or "pushing" time. You get:



12 32"x60" Desks, L.H. Typewriter
12 32"x60" Desks, R.H. Typewriter
6 32"x55" Desks, L.H. Typewriter
6 32"x55" Desks, R.H. Typewriter
24 Legal Size File Cabinets
24 Letter Size File Cabinets
7 Supply Cabinets, 48"x18"
5 Supply Cabinets, 36"x18"
12 32"x60" Desks
3 34"x72" Desks
51 Desk Chairs
24 Side Arm Chairs
10 36"x12" Bookcases
8 Watercoolers
21 Wastebaskets
8 Coat Trees
1 I.B.M. Accounting Machine
1 I.B.M. Cardatype
1 I.B.M. Electric Multiplier
1 I.B.M. Calculating Punch
1 I.B.M. Sorter
1 I.B.M. Alpha. Verifier
1 I.B.M. Alpha. Interpreter

PLUS: A 12" x 18" Film Grid Sheet marked in ¼" graph; A Roll of Repro-Templet Tape for marking off aisles, partitions, stock rooms, etc.; A Complete Instruction Sheet clearly detailing how to prepare office layouts with Repro-Templets on adhesive-backed film.

Price of the Complete Kit (sent parcel post prepaid) is $10.

In addition, the catalog of 10,000 stock Repro-Templets available for immediate delivery, will be included with each order.

REPRO-TEMPLETS INC.
OAKMONT, PENNA.
(ALLEGHENY COUNTY)

For More Information Circle No. 295

THE WORLD OF FIGURES AT YOUR FINGER TIPS

hamann 300

a four-operation calculator with

- simplified keyboard
- touch-operation
- double-back transfer
- automatic division

For further information folder No. 1404 E

De Te We DEUTSCHE TELEPHONWERKE UND KABELINDUSTRIE AKTIENGESELLSCHAFT · BERLIN SO 36 (US-SECTOR)

For More Information Circle No. 296

standards and precision nylon moldings of complex shape. Its products are used in ticket issuing machines, tape recorders, accounting machines, cash registers, duplicators, etc., and the firm looks ahead with confidence to further growth in the next 21 years.

Bostitch Stapling Manager

Bostitch, Inc., has appointed John R. Gowell general manager of its stapling and stitching division, it was announced by Emmet G. Gardner, president. Mr. Gowell is responsible for the coordination of all research and development, production engineering, manufacturing, and sales activities in the stapling and stitching division. He joined Bostitch in 1954 and has served as assistant to the president and manager of manufacturing. Previously, he was manager of sales forecasting and production scheduling for the air conditioning division of General Electric Co. He was also associated with Booz, Allen & Hamil-

Floyd Bowlby typifies a Pitney-Bowes employee under the new comprehensive medical expense plan. His family has combined protection up to $50,000 a year; $100,000 lifetime. His share of monthly cost is $6.80.

WHEN QUALITY COUNTS

Mend it, mount it, bind it, attach it quicker more efficiently! Use permanent, waterproof, transparent UHU in your office.

UHU® GLUES EVERYTHING BETTER!

Order through your supplier or write to:
UHU Products Corp.,
820 Greenwich St., New York 14, N. Y.
For More Information Circle No. 407

TYPEX The Miracle type-cleaner

No liquids, no gum to "re-knead." An interchangeable wheel filled with an adhesive substance lifts the dirt from the typewriter's type. Just rolled over the type-faces, works fast, keeps type sparkling clean, leaves typist's hands immaculate. Write for free folder at once.

MICHAEL FRUMKIN
67-11 35 Ave., Jackson Heights, N. Y.

For More Information Circle No. 408

For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a "Futuristic" 5-Star Platen for Best Results

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

For More Information Circle No. 409

25 YEAR WORK-CALENDAR
for PLANNING AND SCHEDULING

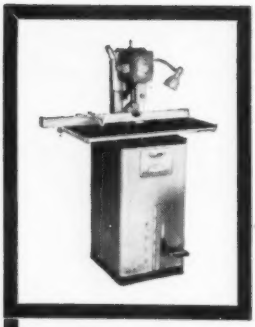
King-size, Masonite unit with changeable, slide-in, monthly cards. For shop and office. Write jobs, orders, deadlines, etc. in big 4" sq. date spaces with black or colored marker pencils. Cards are plastic-faced and wipe off clean for re-use as needed. Change "automatically" to right monthly cards for 25 years. Start anytime.

"Sked-U-Cal" ®

Write for details.

L. D. BLEHART CO., 10A FISKE PL., MT. VERNON, N. Y.

For More Information Circle No. 410



Biggest Value of All Time!

The small investment in a PIONEER PAPER DRILL is soon repaid and then goes on making money for you instead of someone else. Eliminates costly time-consuming "farming-out."

You pay for a PIONEER whether you buy one or not.

Anyone can operate. A production machine with such quick set-up that short runs are a special delight. Accessories for cornering, slotting and slitting.

Send for Literature Now.

PIONEER
1130 NEBRASKA • TOLEDO 7, OHIO

For More Information Circle No. 426

IDEAS

For Building Business with:

- BINDERS
- FOLDERS
- PRESENTATIONS

JUST PUBLISHED — 116 page catalog for every business need . . . YOURS FREE

Write Today

THE ELBE LINE
ELBE FILE & BINDER CO., INC.
FALL RIVER MASSACHUSETTS
N.Y.C. 411-FOURTH AVE.
ONE OF AMERICA'S LARGEST MANUFACTURERS OF LOOSE-LEAF PRODUCTS

Dept. O-6

For More Information Circle No. 427

RAPID EFFICIENT NUMBERING THRU 6 TO 8 CARBONS!

FORCE Paragon MODEL IC AUTOMATIC NUMBERING MACHINE

Specially developed for numbering thru carbon snap-outs. Guaranteed to go through 6 to 8 copies with ease. Equipped with 7 sharp faced 3/16 inch Gothic figure wheels. Consecutive, duplicate and repeat actions. Letter wheels also available.

10 day trial offer

FORCE WESTERN, Inc.
434 S. Wabash Ave., Chicago 5, Ill.

For More Information Circle No. 428

Multilith Owners!
Better Presswork
OR YOUR MONEY BACK!

Jumbo Shell is success-proven 10 yrs.! Thousands sold, on approval, less than 1% returned. Many in use 8-10 years, still good! Improves presswork amazingly. "It's like 3 extra rollers!" say users. Installs in 5 minutes without drilling. Choice of brass or lucite cylinder, only $29.50; postpaid if check with order. 5-year guarantee. 10-day money-back guartee. Write!

FREE! Slash masking, set-up time! Try 5 Base Line Masking Sheets FREE! For Nos. 1250, 1300, 2066-SD, LD, also Davidsons. Mention make, model press!

$29.50 COMPLETE

LITHO RESEARCH, INC.
14339 36th N.E. Dept. OM Seattle 55, Wash.

For More Information Circle No. 429

New million-dollar plant for the manufacture of sensitized materials opened in La Habra, Calif., by the Ozalid Div., General Aniline & Film Corp., to serve the western states.

ton, management engineering firm, and with Remington Arms Co. as assistant to the head of manufacturing.

Gavrin Kentucky Branch Plant

A new branch plant of Arthur J. Gavrin Press, manufacturers of carbon-interleaved Snap-Easy and Tab-Easy forms, has been opened in Danville, Ky. The 25,000 sq. ft. plant is now fully equipped and operating on a regular production schedule. Several top production people have been brought to the new plant from Gavrin's Denison, Texas, plant. The company expects the work force will comprise about 55 employees. A shorter haul to its midwest dealers and improved regional distribution were reasons cited by the company for the plant in Kentucky. Gavrin's main plant is in New Rochelle, N. Y.

Underwood West Coast Managers

Appointment of J. W. Stallings as district manager of the newly created Southern Pacific district of Underwood Corp. was announced. From his headquarters in

"Paper Punches Every Office Needs!"

CLIX
3-HOLE PAPER PUNCH

Simplest, surest paper punch made. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No adjustments to make, no gauges to set, no places to mark. Insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. $4.00 list.

MODEL 3 . . Punches 3 holes ¼" dia., spaced 4¼" on centers, ¼" from back binding edge — standard spacing 11" x 8½" sheets.

Improved
CLIX
1-HOLE
PAPER
PUNCH

Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 12 in counter display carton. 60 cent list.

MODEL 100x . . . Punches ¼" hole, ¼" from binding edge.

Clix PAPER PUNCH

Order from your Stationer or Office Supply Dealer

NEW ENGLAND PAPER PUNCH CO., NATICK, MASSACHUSETTS

WESTERN REP.—HARRY HENKEL ASSOC., 1355 MARKET ST., SAN FRANCISCO

For More Information Circle No. 404

#MT4

CONFIDENTIAL MAP FILE

Easiest way to file and find maps, blueprints, tracings. Quality metal cabinet file with locking doors. 112 tilting tubes handle 60" prints. Tubes indexed for quick location. Shipped from stock.

Patent No. 1610368. Other Patents Pending.

SCOTT-RICE CO., 610 S. Main, Tulsa 3, Okla.

For More Information Circle No. 368

Los Angeles, Mr. Stallings will supervise a sales district which includes Underwood branches at Long Branch, San Diego, Wilshire and Los Angeles. Alfred Jensen is manager of the company's Pacific district with headquarters in San Francisco. He supervises Underwood branches in Oakland, Portland, Sacramento, Seattle, Spokane and San Francisco.

Cummington Distributors

Cummington Corp., Boston, Mass., announced appointment of two new distributors of Cummington automatic mail inserters, automatic collators and postal scales. Lanier Co., Atlanta, has Cummington sales and service facilities in key cities in the five-state area of Florida, Alabama, Georgia, North and South Carolina. Toronto Type Foundry Co. Ltd. has exclusive distribution of Cummington equipment in Canada with headquarters in Toronto and sales and service facilities in Montreal, London, Edmonton, Winnipeg, Vancouver and the Maritimes.

PRE-INFLATION OFFER!

Evans TACKY FINGER—2 FOR $1.00

Paper handling, money counting, check sorting, filing, etc. is 50% quicker, more accurate and sanitary with the new Evans Tacky-Finger. Stainless, odorless, greaseless. Replaces sponges and finger guards. Enjoy big dividends in efficiency and employee morale. Send $1.00 today for postpaid 100-day supply!

EVANS SPECIALTY COMPANY
P. O. Box 8128-0 Richmond, Va.

For More Information Circle No. 369

BUSINESS FORMS FOR EVERY OFFICE USE

For greater efficiency • convenience • economy

readysets

CUSTOM, STOCK, AND STANDARD LITHOGRAPHED CARBON INTERLEAVED SINGLE SET BUSINESS FORMS DESIGNED FOR ANY OFFICE MACHINE OR PENCIL USE. POPULAR STOCK FORMS FOR IMMEDIATE DELIVERY.

readytabs

CONTINUOUS AND TABULATING LITHOGRAPHED BUSINESS FORMS FOR ALL TYPEWRITER AND TABULATING INSTALLATIONS. COMPLETE LINE OF STOCK TAB FORMS — PARTIAL OR FULL BODY IMPRINTS ON STOCK TAB.

A Few Choice Territories Still Available

NATIONAL LITHO FORMS COMPANY
18423 EUCLID AVENUE • CLEVELAND, OHIO

For More Information Circle No. 370

SMNA Elects Officers

The Safe Manufacturers National Assn. named the following officers at their annual meeting last month: Warren Mosman, president, Herring-Hall-Marvin Safe Co., was elected president of the association, and Stanley R. Akers, president, Meilink Steel Safe Co., became vice president. W. J. Parker was reelected secretary-treasurer.

Forms Institute Meetings

The west coast regional outing meeting of the Business Forms Institute will be held May 23-25 at Del Monte Lodge, Pebble Beach, Calif. The fall outing members' meeting will be held Sept. 15-17 at the Greenbrier & Cottages, White Sulphur Springs, W. Va., as in recent years, according to H. M. Meloney, BFI executive director.

For More Information Circle No. 373

For More Information Circle No. 374

POSTO-E

mail routine in the office

A proven tested . . .
ELECTRIC LETTER OPENER
PRICED WITHIN REACH OF EVEN SMALL OFFICES $99.50*
*Plus Fed. Excise Tax

• Saves Time • Saves Money • Eliminates Strain

- **COMPACT**—Occupies only 6" x 8" of desk top space.
- **PAYS FOR ITSELF** — Even in small offices by saving letter opening time and speeding your mail distribution.
- **NO SORTING**—opens any size or thickness of envelope without sorting or adjusting.
- **SIMPLE TO OPERATE** — anyone can use it with little or no instruction.
- **NO WASTE STRIPS** — opens envelopes without cutting off waste strip.
- **GUARANTEED FOR ONE YEAR**—Precision built for years of heavy duty, trouble free service.

DEALERS IN ALL PRINCIPAL CITIES
Some territories still open. Dealers write for information.

GENERAL STATIONERS SUPPLY CO.
1020 S. WABASH AVE., CHICAGO 5, ILL.

For More Information Circle No. 375

NO OTHER
PAPER CUTTER
FOR THE OFFICE IS BUILT
TO SELL SO LOW!

For all mimeograph, duplicating, small offset or reproduction departments; for stationers, advertising agencies, photo finishers, banks, insurance companies, schools, colleges, small printers, letter shops, offset shops.

Order from your dealer or

Michael Lith
INCORPORATED
145 WEST 45TH STREET
NEW YORK 36, N. Y.

For More Information Circle No. 418

PLATENS PARTS
SUPPLIES
for TYPEWRITERS and
other office machines

Now in New and Larger Quarters

TYPEWRITER EQUIPMENT CO., INC.
25 Park Place, New York 7, N. Y.

For More Information Circle No. 419

Stempco Ships From St. Louis

A shipping point in St. Louis for Stempel Mfg. Co. was announced by W. C. Stempel, vice president in charge of sales. Established in 1948, Stempel is a leading manufacturer of office accessories. The St. Louis facilities provides more efficient delivery and lower freight costs to customers throughout the midwest, north and northeast. Dallas will serve all other areas. For the present, direct all inquiries to the Dallas office.

John S. Coleman

John S. Coleman, 60, president of Burroughs Corp., died of a heart attack April 13. Mr. Coleman was also chairman of the board of the U. S. Chamber of Commerce. He started with Burroughs as a junior salesman, rose to eastern division manager and became executive assistant to the president in 1943. In 1944 he was elected vice president and a director, and he became president in 1946. Since then Burroughs has expanded and diversified its products to cover the electronic computation field.

This eye-catching point-of-sale display for a Swift Adding Machine is available without charge from Swift Business Machines Corp., Great Barrington, Mass.

Cleans type CLEANER! Handy dauber whisks away dirt and goo in seconds! Non-inflammable, absolutely safe; slow-evaporating, hence economical. Look for the smart new orange-and-blue carton on your dealer's shelves.

CONTAINS NO CARBON-TETRACHLORIDE

69¢ at all stationers and typewriter dealers

For More Information Circle No. 283

America's quality drawing and computing devices approved by artists and draftsmen. They like their accuracy, their transparency, the ease of using them . . . and their many plus features. Triangles, French Curves, T-Squares, Protractors and many others. *Send for free Catalog*

THE C-THRU RULER CO.
HARTFORD, CONN., U.S.A.

For More Information Circle No. 284

It just SNAPS apart

LETTEREX sets are available in all colors. A set is a high quality onion skin lightly tipped to an intense and clean carbon sheet. 500 sets to a box.

LETTEREX
1114 HALF STREET, S.W., WASH. 24, D.C.

For More Information Circle No. 285

Save Those Beautiful Eyes

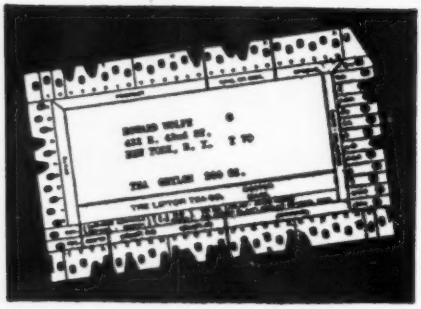
RITE-LINE COPYHOLDER

- SAVES EYESTRAIN
- PROMOTES ACCURACY
- INCREASES PRODUCTION
- TAKES COPY UP TO 20"
- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION
4209 39th St., N. W., Washington 16, D. C.

For More Information Circle No. 286



E-Z SORT SYSTEMS save time and money in every department . . .

- **Accounts Payable**
- **Accounts Receivable**
- **Cost Accounting**
- **Payroll**
- **Purchasing**
- **Manufacturing**
- **Inventory**
- **Sales**
- **Research**

Each individual department in your company can keep and service its own records—faster and easier, with present untrained personnel —by using an E-Z Sort System. No need to centralize your sorting and tabulating while you worry over expensive machine costs. Try E-Z Sort in just one department and its efficiency will spread throughout your organization. Ask for a demonstration and you'll see why!

E-Z SORT SYSTEMS, Ltd.

45 Second St., Dept. 22, San Francisco 5, Calif.
Sole Manufacturers of E-Z SORT SYSTEMS.
Over 50 Offices to Serve You.

For More Information Circle No. 430

TVA's 25 Years

(Continued from page 141)

cialists, all of whom possess more than 20 years experience in a wide variety of filing problems, perform periodic audits of files in their respective districts. In one or two cases they found an inexperienced operator had discarded the classification manual and relied on personal memory instead. In another, the operator had so confused the manual with unrestrained classification additions that the file was operated on nothing more than a cross-index system.

Audits are conducted as a continuing program in each district in accordance with a standard procedure in TVA's *File Audit Handbook*. The procedure involves spot checks and other analysis

NOW AVAILABLE!

"The Office Machine Guide"

Review explaining and comparing all kinds of office equipment. The loose leaf arrangement and systematic indexing enables subscribers to build up a handbook.

Ask for details or order a specimen copy $1.75

INTERNATIONAL OFFICE MACHINES RESEARCH INC.
U.S.A.: 509 Fifth Avenue, New York 17, N. Y.
Telephone: MUrray Hill 7-0890
Europe: 419 Marnixstraat, Amsterdam, Netherlands
Telephone: 63205

For More Information Circle No. 431

techniques and results in a report with recommendations to the official responsible for the file unit. Those recommendations have never been ignored. All divisions accept file audits as vital to the usefulness of their files.

Records management officers in their respective districts provide on-the-job training for file operators, using materials and situations with which the employee will work. Usually this training is requested for a new operator who will be the sole employee in the file. On occasion, a sole file operator may leave us on two weeks' notice, sometimes before a new operator can be recruited. In such situations, the district records officer must assure uninterrupted operation of the file until a new operator is employed and trained.

Once a year, each district records officer and all divisional file operators in his district get together for a full day's discussion of common problems. These conferences help operators develop an overall understanding of records management and how standardized operation of their own unit fits into the records management picture.

No matter how well systematized records may be, however, their dominant characteristic is growth. Something must be done with them before they occupy more space than the offices they serve. Even before we decentralized current files, transfers of inactive material to storage was an accepted practice. We established records centers to house and service inactive records, for at that time law prohibited destruc-

NOW ANYONE CAN MAKE A NEGATIVE FOR OFFSET • • • • SIMPLY & IN SECONDS

with AMPTO PROCESS MATERIALS

Think of it! Now every office—every print shop — large or small — with an offset duplicator can produce a perfect negative from line — typewritten or repro proof copy in approximately 1 minute.

This absolutely New method is faster — less expensive — and requires 1/20th of the usual investment in equipment.

- Simply — expose the Ampto reversal negative for approximately 30-50 seconds depending on light source.
- Then — place the negative and a sheet of Ampto clear acetate film in the transfer machine and wind them through — THAT'S ALL

Direct inquiries will receive immediate attention.

Write ... **AMPTO INCORPORATED,** NEWTON 6, NEW JERSEY

For More Information Circle No. 394

tion of any of the Federal government's records.

When the first Federal Disposal Act was passed in 1939, TVA submitted its first list of disposable records for Congressional approval. When the Act was revised in 1940 to permit microfilm substitution, we instituted a program that employed four full-time camera crews. When the Act was revised again in 1943 to permit scheduling of records for disposal, we curtailed sharply the microfilming program. The way was clear for orderly differentiation between records of permanent or historic value and those which could be safely disposed of. We now maintain a records control program that includes advance screening of temporary material, retention scheduling, microfilming when appropriate to reduce volume, storage of permanent records, and disposal.

Orderly differentiation starts in the individual divisional file units. A considerable volume of general correspondence material never reaches the storage centers. It is segregated in the divisional files by screening. The operator has the privilege of calling in the district records officer and developing jointly a list of all record items considered of only temporary value. This list is attached to an authorization form and cleared with all interested officials. Standard retention for all temporary items in a general correspondence file is two years. The operator uses the approved list as a guide in coding such material "T" (Temporary) at the time it is received into the file and given its subjective coding.

(To be concluded in June)

KEY TO MOTOR DEPENDABILITY IN BUSINESS MACHINES...

Special engineering is the key to motor dependability in business machines . . . because it assures the exact mechanical and electrical requirements for the application. This is one of the reasons why more and more designers of leading business machines are turning to Lamb Electric Motors, which are *all* specially engineered.

The Lamb Electric Company, Kent, Ohio
A Division of American Machine and Metals, Inc.
In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**

For More Information Circle No. 356

A Dog, a Boy and A Post Binder

THE BOY on our cover is five-year-old Gordon B. Schatz. The dog is a lost ward of the Pennsylvania Society for the Prevention of Cruelty to Animals. Gordon is looking up the dog's owner. The two post binders contain records of 25,000 licensed Philadelphia dogs, prepared by bookkeeping machines, according to Barnet Lieberman, Commissioner of Licenses and Inspections. Duplicate sets of records are kept by the Women's Society for Prevention of Cruelty to Animals, and the state society, while one set is on permanent file in the Philadelphia City Hall's Licenses Division. This makes it possible to locate owners of licensed dogs at any time of the day or night, on Sundays or holidays.

EXECUTIVE - TYPE DESK SET

The perfect business gift to carry your advertising message with distinction. 3 Streamlined Desk Pens with Jewel-Tone Metal Band and long lasting refills. Writes red, blue and green. Round lustrous base with swivel action pen holders.

BALL POINT PENS

Sample Set $1.75

PRICE PER SET WITH YOUR IMPRINT

Quantity:	25	50	100	250
	$1.60	$1.50	$1.45	$1.40

INDIVIDUALLY GIFT-BOXED

Also available without Imprint, prices on request.

OTTO GRUENHUT PEN CO. Dept. SM
277 Broadway, New York 7, N. Y.

For More Information Circle No. 416

AUTOMATIC OFFICE PAPER SHREDDER

Add filing space by destroying cancelled checks, ledger sheets, time cards, W2's, pay vouchers and obsolete papers—in your own office! The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the only automatic feed machine . . . shreds papers into unreadable ¼" strips, in just a few seconds! The machine is an attractive, typewriter-size, portable desk model, with full ½ HP motor. Completely safe, and easy to operate. Many other sizes available, too.

Ten-Day Trial on any shredder. Write today for literature.

INDUSTRIAL SHREDDER AND CUTTER COMPANY
103 MILL ST. • SALEM, OHIO

For More Information Circle No. 417

PAYCHECK "OUTLOOK" ENVELOPES

Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.

Send for Samples and Prices Today

OUTLOOK ENVELOPE CO., *Est. 1902*
Originators of "Outlook" Envelopes
1001 W. Washington Blvd., Chicago 7, Illinois

For More Information Circle No. 291

CUT OFFICE OVERHEAD AND SAVE PRECIOUS $!

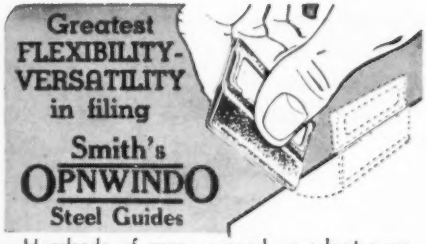
Our new, illustrated 1958 catalog leads the way to efficiency with thousands of top quality office, accounting and stationery items priced to save you money. We manufacture our own forms.

WRITE FOR YOUR FREE COPY OF OUR 100-PAGE CATALOG *TODAY!*

No Salesman Will Call

Industrial Division
ACCOUNTANTS' SUPPLY HOUSE O-5
305 Canal St., N. Y. 13, N. Y.
NAME .....
FIRM NAME .....
ADDRESS .....
CITY ..... STATE .....

For More Information Circle No. 292



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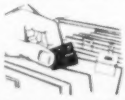

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National Conference & Exhibit Calendar

Western Joint Computer Conference, Ambassador Hotel, Los Angeles, May 6-8

National Assn. of Educational Buyers, Hotel Leamington, Minneapolis, May 7-9.

U. S. World Trade Fair, Coliseum, New York, May 7-17.

National Assn. of Credit Men, Detroit, May 18-22.

New York Stationery Show, New Yorker Hotel, May 18-23.

American Society of Personnel Administration, Benjamin Franklin Hotel, Philadelphia, May 19-21.

National Society for Business Budgeting, Roosevelt Hotel, New York, May 22-23.

Institute of Internal Auditors, Statler Hotel, Detroit, May 25-28.

Controllers' Congress, National Retail Dry Goods Assn., Muehlebach Hotel, Kansas City, Mo., May 25-29.

National Office Management Assn., Conrad Hilton Hotel, Chicago, May 25-29.

Insurance Accounting & Statistical Assn., Sherman Hotel, Chicago, June 2-4.

Assn. for Computing Machinery, University of Illinois, Urbana, Ill., June 11-13.

American Institute of Industrial Engineers, Statler Hotel, Los Angeles, June 12-13.

National Machine Accountants Assn., Chalfonte-Haddon Hall, Atlantic City, June 18-20.

National Assn. of Accountants, Conrad Hilton Hotel, Chicago, June 22-26.

National Office Machine Dealers Assn., Schroeder Hotel, Milwaukee, June 29-July 2.

American Bankers Assn., Chicago, Sept. 21-24.

Life Office Management Assn., Chalfonte-Haddon Hall, Atlantic City, Sept. 22-24.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 27-Oct. 1.

National Business Forms Associates, Arlington Hotel, Hot Springs National Park, Ark., Sept. 28-Oct. 2.

National Institute of Governmental Purchasing, Statler Hotel, Boston, Oct. 5-8.

American Institute of Certified Public Accountants, Statler & Cadillac Hotels, Detroit, Oct. 11-16.

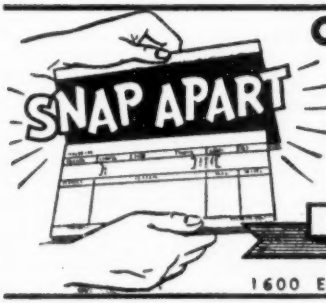
Systems & Procedures Assn. of America, Penn-Sheraton Hotel, Pittsburgh, Oct. 13-15.

National Business Show, Coliseum, New York, Oct. 20-24.

National Assn. of Bank Auditors & Controllers, Statler-Hilton Hotel, Dallas, Nov. 3-5.

Federal Government Accountants Assn., Shoreham Hotel, Washington, D. C., Nov. 17-18.

Society of Reproduction Engineers, Chicago, Dec. 14-16.



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Airkem, Inc. 15
Allen Business Machines, Inc., R. C. 233
Allied Carbon & Ribbon Mfg. Corp. 160
Alvin & Co. 268
American Dictating Machine Co. 124
American Evatype Corp. 27
American Lithofold Corp. 138
American Numbering Machine Co. 247
American Press 248
American Register Co. 194
American Writing Paper Corp. 212
Ames Supply Co. 257
Ampto, Inc. 265
Aptitests 40
Arlington Aluminum Co. 148
Atlas Stencil Files Corp. 39

Baltimore Business Forms Co. 49
Bates Mfg. Co. 235
Bell & Howell Phillipsburg 107
Benard Sales Co. 247
Bevco-Precision Mfg. Co. 42
Blehart Co., L. D. 257
Brady Co., W. H. 146
Brown Paper Co., L. L. 34
Bruning Co., Charles 181
Bud Type Cleaner Co. 177
Burroughs Corp. 83
Business Electronics, Inc. 247

C-Thru Ruler Co. 263
Can-Pro Corp. 261
Carter's Ink Co. 232
Carterat Printing Co. 248
Cashere Corp. 261
Catskill Craftsmen, Inc. 185
Cel-U-Dex Corporation 164
Challenge Machinery Co. 109
Chart-Pak, Inc. 208
Cheshire, Inc. 190
Chesley Industries 248
Clar-O-Type Co. 263
Cole Steel Equipment Co. 105
Cole Steel Office Machines, Inc. 45
Collamatic Corp. 127
Colonial Carbon Co. 252
Columbia Ribbon & Carbon Mfg. Co. (Classic Ready Master) 41
Columbia Ribbon & Carbon Mfg. Co. (Colitho Div.) 244
Comptometer Corp. 110
Control Systems, Inc. 64
Convoy, Inc. 228
Cormac Photocopy Corp. 115
Cotterman, I. D. 150
Cotton Fiber Paper Manufacturers 35
Cromwell Printery, Inc. 206
Cummington Corp. 91
Curtis-Young Corp. 48
Curtis-Young Corp. (Copyholders) 248

Datamatic Div., Minneapolis-Honeywell Regulator Co. 10, 11
Davidson Corp. 103
Dearborn Glass Co. 184
DeJur Amsco Corp. 144, 145
Deluxe Metal Furniture Co. 158
Denominator Co. 165
Deutsche Telephonwerke & Kabelindustrie 256
Dewberry Engraving Co. 246
Dick Co., A. B. 36, 37
Dictaphone Corp. 9
Diebold, Inc. 175
Diehl Rechenmaschinenfabrik 211
Ditto, Inc. ..... Inner Back Cover
DuKane Corp. 20
Dupli-Typer Co. 227

Eastern Corp. 87
Eastman Kodak Co. 151
Elbe File & Binder Co. 258
Electro-Rex Corp. of America 189
Electro-Stylus 188
Esleeck Mfg. Co. 31
Eureka Specialty Printing Co. 154
Evans Specialty Co. 260
Ever Ready Calendar Mfg. Co. 147
E-Z Sort Systems, Ltd. 264

Faber-Castell Pencil Co., A. W. 205
Facit, Inc. (Facit Calculators) 163
Facit, Inc. (Odhner Adding Machines) 25
Felins Tying Machine Co. 188
Fisher Pen Co. 139
Fletcher Paper Co. 157
Force & Co., Wm. A. 152
Force Western, Inc. 258
Forms Development Corp. 254
Frankel Mfg. Co. 95
Friden, Inc. 153
Frumkin, Michael 257

Gates Acoustinet Co. 201
Gavrin Press, Inc., Arthur J. 239
General Fireproofing Co. 68
General-Gilbert Corp. 207
General Multi Forms Sales Co. 222
General Stationers Supply Co. 261
Graff Co., George B. 224
Graphic Systems 150
Griffin Mfg. Co. 246
Gruenhut Pen Co., Otto 267

Hall-Welter Co. 255
Haloid Xerox, Inc. 1
Haskell of Pittsburgh 117
Heller Roberts Mfg. Corp. 221
Heyer Corp. 195
H-O-N Co. 209
Hunter Photo-Copyist, Inc. 219
Hush-A-Phone Corp. 236
Hygienic Dental Mfg. Co. 234

Industrial Shredder & Cutter Co. 267
Inter-Continental Trading Corp. 136
International Business Forms, Inc. 269
International Office Appliances, Inc. 249

International Office Machines Research 264
Interstate Metal Products Co. 231

Kenro Graphics, Inc. 162
Koh-I-Noor Pencil Co. 40

Lagomarsino-FAI 241
Lamb Electric Co. 266
Lassco Products, Inc. 156
Lee Products Co. 214
Le Febure Corp. 141
Legge Co., Walter G. 19
Letterex Corp. 263
Litho Research, Inc. 258

Maggie Magnetic, Inc. 240
Manpower, Inc. 23
Marchant Calculators, Inc. 223
Marnay Sales Division 199
Martin Yale, Inc. 251
Mead Corp. 133
Meilink Steel Safe Co. 202
Mercury Industries Inc. 14
Mercury Printing Co. 143
Methods Research Corp. 255
Michael Lith Co. 262
Micropoint, Inc. 220
Milwaukee Metal Furniture Co. 216
Milwaukee Stamping Co. 135
Mim-E-O Stencil Files Co. 186
Minneapolis-Honeywell Regulator Co., Datamatic Division 10, 11
Minnesota Mining & Mfg. Co. (3M Offset Plates) 65
Minnesota Mining & Mfg. Co. (Permanent Mending Tape) 21
Minnesota Mining & Mfg. Co. (Scotch Tape) 192
Minnesota Mining & Mfg. Co. (Thermo-Fax) ..... Facing 96, 97
Modern Business Forms Mfg. Co. 98
Monroe Calculating Machine Co. 93
Moore Business Forms, Inc. 88
Moore, Inc., P. O. 247
Mosler Safe Co. 149
Multistamp Co. 236

National Blank Book Co. 112, 113
National Business Show 238
National Cash Register Co. 129
National Litho Forms Co. 260
Nebraska Salesbook Co. 230
Nekoosa-Edwards Paper Co. 12
New England Paper Punch Co. 259
Nippo Machine Industry Co., Ltd. 138
Nu-Arc Co. 50

Office Products, Inc. 161
Olivetti Corp. of America 38
Olkon Corp. 243
Oravisual Co. 33
Outlook Envelope Co. 268

Parsons Paper Co. 182
Peerless Photo Products, Inc. 121
Photorapid of America, Inc. 62
Photostat Corp. 130, 131
Pioneer Toledo Corp. 258
Pitney-Bowes, Inc. (Mail Inserter) 84, 85
Pitney-Bowes, Inc. (Postage Meter) 183
Pitney-Bowes, Inc. (Mailing Scales) 43
Plain-Vu Co. 240
Plastic Binding Corp. 67
Plate-O-Lith Co. 227
Plus Computing Machines Division 64
Plymouth Rubber Co. 197
Port Huron Sulphite & Paper Co. 218

Posting Equipment Corp. 30
Precision Mfg. Co. 42
Print-O-Matic Corp. 246
Pronto File Corp. 180

Rapid Roller Co. 32
Record Files, Inc. 204
Regna Cash Registers, Inc. 63
Remington Rand Division 237
Renneker, H. H. 239
Repro-Templets, Inc. 256
Rex-Rotary Distributing Corp. 189
Rite-Line Corp. 263
Roberts Rubber Co., Weldon 28
Rockaway Metal Products Corp. 199
Rogersnap Business Forms 179
Roll-O-Graphic Corp. 193
Rose Ribbon & Carbon Mfg. Co. 66
Ross-Martin Co. 246
Rovico, Inc. 47
Royal McBee Corp. (McBee Division) 191
Royal McBee Corp. (Royal Typewriters) ..... Outer Back Cover

Saunders Mfg. Co. 228
Schwab Safe Co. 255
Scott Rice Co. 260
Scriptomatic Inc. 200
Shaw-Walker Co. 26
Shredmaster Corp. 176
Silent Glow Oil Burner Corp. 18
S & M Distributing Co. 255
Smead Mfg. Co. 13
Smith-Corona, Inc. ..... Inner Front Cover
Smith, Inc., Charles C. 268
Speed-O-Print Corp. 51
Standard Duplicating Machines Corp. 29
Standard Instrument Corp. 206
Standard Register Co. 210
Staplex Co. 178
Stevenson & Smith, Inc. 22
Stile-Craft Manufacturers, Inc. 225
Stolper Steel Products Corp. 46
Swift Business Machines Corp. 229
Syntron Co. 137

Tab Products Co. 2
Teletype Corp. 122, 123
Thomas Collators, Inc. 203
Tiffany Stand Co. 217
Times Facsimile Corp. 61
Traveletter Corp. 52
Typewriter Equipment Co. 262
Typesales-Brunsviga Corp. 159

UHU Products Corp. 257
United States Envelope Co. 140

Vanguard Business Machines Division 243
Vari-Typer Corp. 215
Victor Adding Machine Co. 213
Visirecord, Inc. 101
Visi-Shelf File, Inc. 196
Vogel-Peterson Co. 24

Wassell Organization, Inc. 33
Webster Co., F. S. 16, 17
Wilson Jones Co. 187
Wolber Duplicator & Supply Co. 44
Woodlets, Inc. 198

Zip-O-Riter Products 255

As We See It...

The recession is having its effect on office space. For most firms not owning their office buildings, the problem of sufficient and proper office space has been a difficult one in recent years. It is one of the last bottlenecks to yield to the reassertion of the law of supply and demand.

Latest surveys indicate over 95% of the nation's total available office space is concentrated in 35 major cities. Approximately 4-1/2% of the square footage in these areas is unoccupied. If most manufacturers today were running at 95-1/2% capacity, there would be many more smiles in the business community. Evidently, this ratio does not apply to real estate, as the property owners are grumbling too.

Much of this empty space represents old buildings whose landlords refused to modernize. Their attitude was: "The line forms to the right and if you don't like this space the way it is, there are several others who do."

This situation has changed and one leading realtor has warned there are too many buildings in need of modernization or even demolition to compete with new office buildings in other locations. For the first time since 1941, newspapers are carrying substantial sections of real estate advertising, offering wide ranges of office space. First-rate buildings have started to solicit business in person.

The tight demand of the past has contributed both to the construction of new buildings and the conversion of empty factories into low-rental offices in suburban and semi-rural areas. This trend is accelerating, creating greater competition for the centrally located office buildings in large cities.

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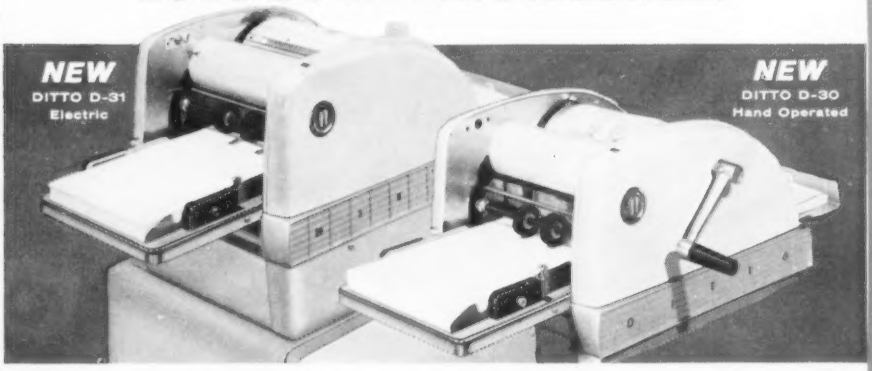

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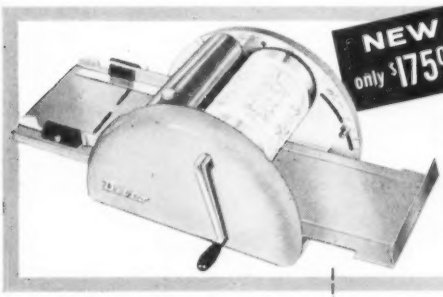

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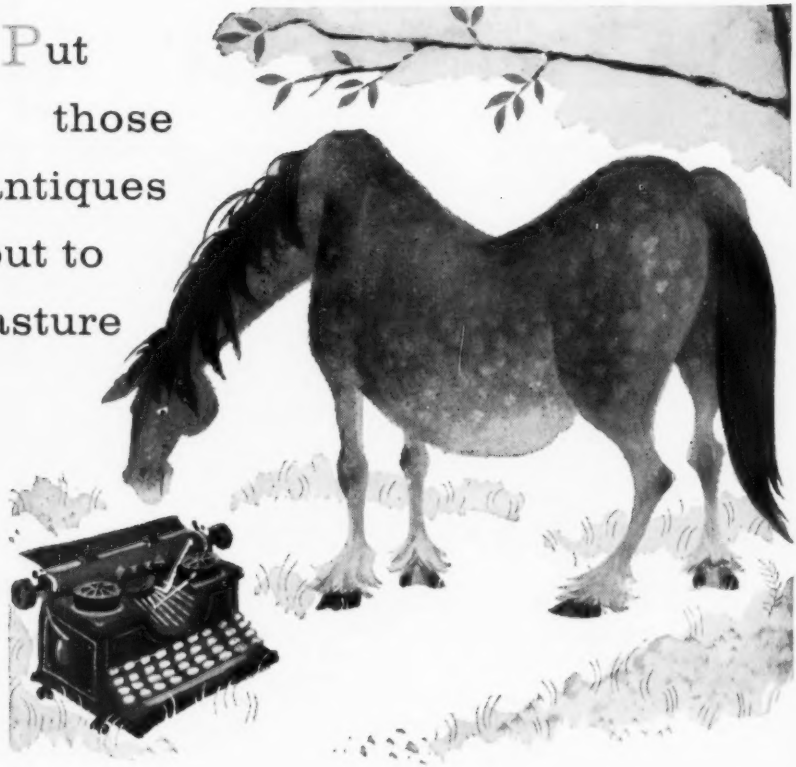

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